

LIFE

WHAT 'EXPLORER' IS TELLING US
SHARP COMMENTS FROM COLLEGE SENIORS
THE 'UNSILENT GENERATION' SPEAKS

CAMERA SCANS SKY
FOR U.S. SATELLITE

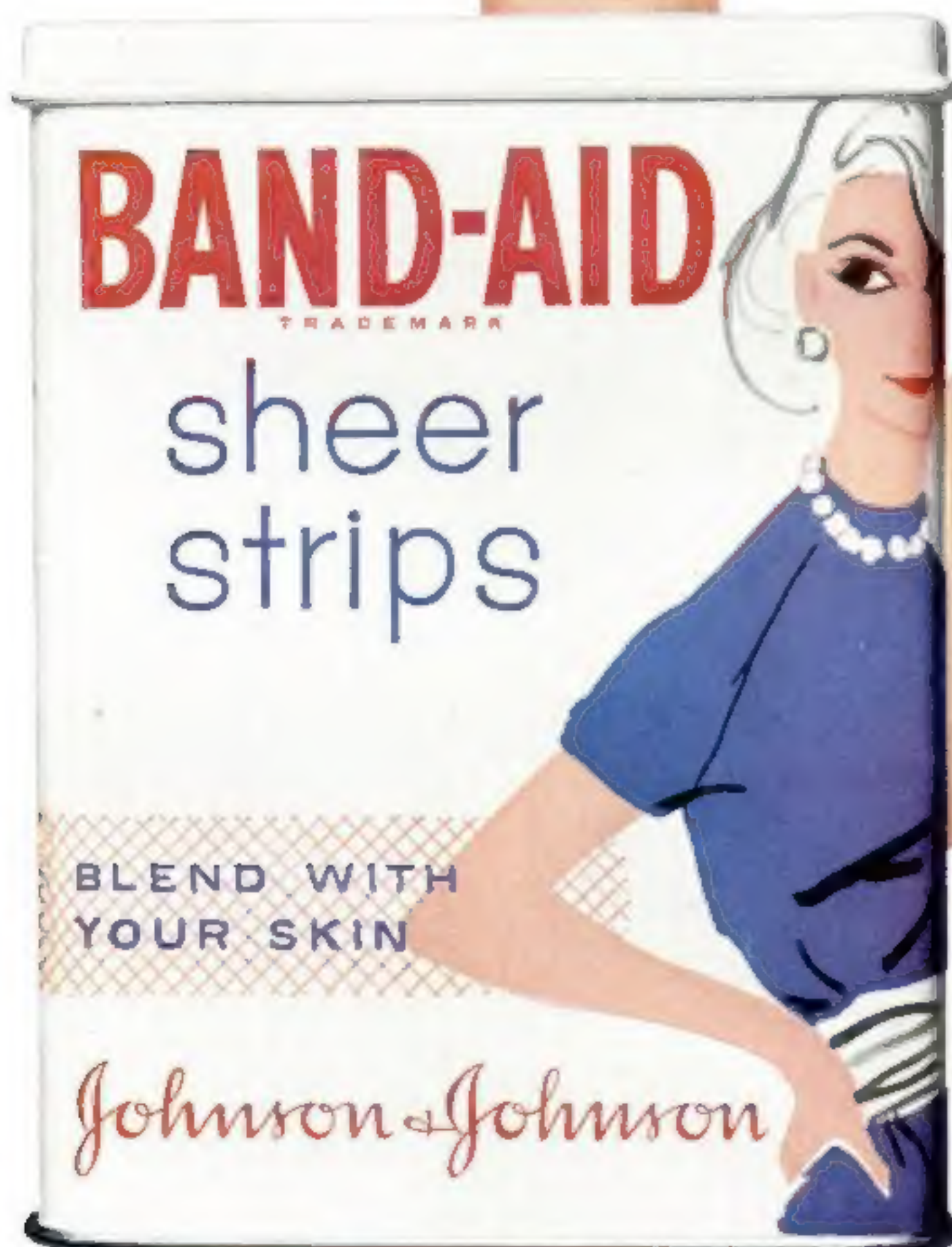


FEBRUARY 17, 1958 **25** CENTS

REG. U. S. PAT. OFF.

NEW!

New **BAND-AID** TRADEMARK Sheer Strip.
Clear plastic with flesh-tone
pattern practically disappears
on your skin.



With **SUPER-STICK**
...won't loosen in water.





Bufferin® relieves pain twice as fast!

Di-Alminate makes the difference



Medical science knows that a pain reliever must get into the blood stream to relieve pain.

Bufferin combines aspirin with an exclusive combination of two antacid ingredients called "Di-Alminate." These speed the pain reliever into the blood stream *twice as fast*. So...

Bufferin relieves pain *twice as fast*. And it won't upset your stomach as aspirin often does.

1. All leading pain remedies, including other compounds, rely on aspirin! But...
2. Aspirin without antacid is relatively slow-acting. It is acid and can irritate your stomach.
3. Only Bufferin adds to aspirin an exclusive combination of antacids called "Di-Alminate." So Bufferin relieves pain twice as fast as aspirin —won't upset your stomach!



ANOTHER FINE PRODUCT OF BRISTOL-MYERS

*Won't upset your stomach
as aspirin often does!*

This One



HGJ1-TL6-YSW9 Copyrighted material

Ladies' valentine

28

With the men chasing into space, women seemed to take over on earth. From Gina Lollobrigida to U.S. housewives, dress buyers to fund raisers they won some of the headlines.



MISSILE MILLINERY

What Explorer is telling us

51

Expert who helped design the instruments in the Explorer explains its work in measuring cosmic rays, earth magnetism and even the shape of the earth.



TRACKING CAMERA

Technology for health

72

Part IV of LIFE's series on "Man's New World" examines the surge of medical research that has raised U.S. life expectancy nearly 50% in 50 years.



COLD VICTIM

Not 'beat' but 'unsilent'

112

Princeton seniors refute some charges against their generation by frank statements on belief, "belonging" and their own "third eye," self-consciousness.



SENIOR AND THIRD EYE

Bachelor 'parent'

103

What does a lifelong bachelor of 52 do when he suddenly finds himself "parent" to seven children? Jim McQuilston gives a warmhearted answer.



JIM AND "DAUGHTER"

COVER

Satellite tracking camera to plot Explorer's position is checked by observers Martin S. Burkhead and Charles Tougas at Organ Peak, N. Mex. The camera can pin-point the satellite's position within a few feet. (See pp. 51-54)

THE WEEK'S EVENTS

- Valentine for our ladies fair: week when women regained the better share of the headlines **28**
- The Vanguard fizzles again **36**
- A new state founded upon an Arab dream: political merger of Egypt and Syria makes strong man Nasser the near-absolute boss of both countries **43**
- A Look at the World's Week **46**
- Explorer's news from space: scientist who planned the satellite instruments tells what they tell. By Dr. James A. Van Allen **51**

EDITORIALS

- Science vs. culture: a phony war **38**
- Three martyrs to thought

PHOTOGRAPHIC ESSAYS

- The changing pattern of a nation's health: in lengthening life, medicine uses new ways to heal and regenerate the body. Part IV of LIFE's series, "Man's New World" **72**
- Bachelor father to seven youngsters: Californian takes on seven sets of growing pains **103**

ARTICLE

- The unsilent generation breaks silence: Princeton seniors—from irate and defiant individualists to prudent idealists—anonously set down their views. Illustrated for LIFE by Bernarda Bryson **112**

EDUCATION

- Well-guarded school days for Trujillo's son: young Dominican studying in U.S. has small army of detectives to keep him from harm **59**

FASHION

- Attention on legs: shorter skirts show off new shoes, stockings **63**

MOVIES

- Eugene O'Neill's *Desire under the Elms* on film: Sophia Loren, Anthony Perkins and Burt Reynolds enact bitter conflict **69**

CLOSE-UP

- City clean-up champion: Mayor Dick Lee rebuilds New Haven and eyes the Senate **87**

THEATER

- Two on a seesaw of love: Anne Bancroft and Henry Fonda are the whole cast of a new Broadway hit **95**

PARTY

- Sarasota spectacle: theater brought from Venice opens with opera **132**

OTHER DEPARTMENTS

- Letters to the Editors **18**
- Speaking of Pictures: drying ducks out of water **22**
- Miscellany: suspended football practice **136**

© 1958 TIME INC. ALL RIGHTS RESERVED. REPRODUCTION IN WHOLE OR PART WITHOUT WRITTEN PERMISSION IS STRICTLY PROHIBITED

Following list shows sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

COVER—N.R. FARMAN

- 2—HANK WALKER—N.R. FARMAN—GORDON PARKS—ILLUSTRATION BY BERNARDA BRYSON—ALLAN GRANT
- 22, 23—GENE FYLE
- 24, 25—HANK WALKER—A.P., BILL RAY, EDWARD CLARK
- 30—LT. WALLY MCNAMEE FOR THE WASHINGTON POST—EDWARD CLARK (2); BY, U.P.—PETER STACKPOLE
- 31—A.P.—U.P.
- 32, 33—LT. PAUL SCHUTZ—BOB TOWERS—CEN. N.Y. JOURNAL—AMERICAN FROM INT.—EDWARD CLARK, ST. FRANCIS MILLER—JOE DEMIC FOR THE EL PASO TIMES—ART LAPP FOR CINCINNATI POST
- 34—LT. JOHN MCIVOR FOR CEDAR RAPIDS GAZETTE—GENE DANIELS FROM U.S. (2); ST. PHIL. STERN FROM GLOBE—N.Y. MIRROR
- 35—BILL RAY
- 36—HANK WALKER EXC. T. LT. OFFICIAL U.S. NAVY PHOTO
- 37—HANK WALKER—OFFICIAL U.S. NAVY PHOTO
- 43—MOHAMED YOUSSEF FROM AKHBAR EL YOM—GLOBE BY GEOPHYSICAL YEAR PHOTO BY WALTER DARAN, RENE BURR FROM MAGNUM
- 44—RENE BURR FROM MAGNUM EXC. T. LT.
- 45—BOB WILLIAMS FOR THE COMMERCIAL APPEAL—PETER STACKPOLE, PHIL WEB-
- BER FOR SEATTLE POST INTELLIGENCER FROM INT.
- 51—LARRY BURROWS—EDWARD CLARK
- 52, 53—LT. AND CEN. DRAWINGS BY ADOLPH E. BROTHMAN, BY GLOBE BY GEOPHYSICAL YEAR PHOTOS BY WALTER DARAN
- 54—LT. J. R. EYERMAN—U.S. ARMY SIGNAL CORPS PHOTO—JOE SCHERSCHEL, BY JOHN BRYSON—N.R. FARMAN, JOE SCHERSCHEL
- 59, 60—GREY VILLET
- 62, 64—MILTON H. GREENE
- 65—STERLING SMITH FOR PARAMOUNT PICTURES
- 70—PARAMOUNT PICTURES
- 72, 73—ELIOT ELISOFF
- 74, 75—TALE JOEL EXC. BOT. LT. FRITZ GORD
- 76—ELIOT ELISOFF
- 77—FRITZ GORD EXC. T. GORDON PARKS
- 78—ALBERT FEHR—FRITZ GORD (2), YALE JOEL
- 79—ELIOT ELISOFF
- 80, 81—ELIOT ELISOFF EXC. BOT. ST. FRITZ GORD
- 82, 83—LT. YALE JOEL; CEN. FRITZ GORD; BY, ALBERT FEHR
- 84—FRITZ GORD EXC. T. LT. YALE JOEL
- 85—N.R. FARMAN
- 86, 87—ROBERT W. KELLEY
- 88, 89—ALFRED EISENSTEADT
- 103—THOROUGHILL—ALLAN GRANT
- 132, 133, 136—DON CRAVENS FROM U.S.
- 134—RUSS SCOTT FOR FLINT JOURNAL

ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; BY, RIGHT; T., TOP; A.P., ASSOCIATED PRESS; U.S., BLACK STAR; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.

LIFE, FEB. 17, 1958
LIFE IS PUBLISHED WEEKLY BY TIME INC., 50 N. MICHIGAN AVE., CHICAGO 11, ILL. PRINTED IN U. S. A. ENTERED AS SECOND-CLASS MATTER NOVEMBER 16, 1936 AT THE POSTOFFICE AT CHICAGO, ILL. UNDER THE ACT OF MARCH 3, 1879. AUTHORIZED BY POSTOFFICE DEPARTMENT, OTTAWA, CANADA, AS SECOND CLASS MATTER. SUBSCRIPTIONS \$4.75 A YEAR IN U. S. A.; \$7.50 IN CANADA.

EDITOR-IN-CHIEF..... Henry R. Luce
PRESIDENT..... Roy E. Larsen

MANAGING EDITOR

Edward K. Thompson

ASSISTANT MANAGING EDITORS

Philip H. Wootton Jr.

George P. Hunt

Edward O. Curt

John K. Jessup..... CHIEF EDITORIAL WRITER

Charles Tudor..... ART DIRECTOR

Joseph Kastner..... COPY EDITOR

Marian A. MacPhail..... CHIEF OF RESEARCH

Ray Mackland..... PICTURE EDITOR

SENIOR EDITORS: Donald Birmingham,

Gene Farmer, William Gray, Kenneth

MacLeish, Hugh Moffett, Tom Prideaux,

Sam Welles.

STAFF WRITERS: Herbert Brown, William

Brinkley, Roger Butterfield, Robert Cough-

lan, Frank Gibney, Paul O'Neill, John Os-

borne, London Wainwright, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-

White, Edward Clark, Ralph Crane, Loomis

Dean, John Dominie, Alfred Eisenstaedt,

Eliot Elisofon, J. R. Eyerman, N. R. Far-

man, Andrea Feininger, Albert Fenn, Fritz

Goro, Allan Grant, Yale Joel, Mark Kauf-

man, Robert W. Kelley, Dmitri Kessel,

Nina Leen, Thomas McAvoy, Leonard Mc-

Combe, Francis Miller, Ralph Morse, Carl

Mydana, Gordon Parks, Michael Rousner,

Walter Sanders, Frank J. Scherschel, Joe

Scherschel, Paul Schutzer, George Silk,

Howard Sochurek, Peter Stackpole, Gray

Villet, Hank Walker, Stan Wayman, James

Whitmore.

ASSISTANT PICTURE EDITORS: Frank Cam-

pin, Lee Eitington.

FILE EDITORS: Margaret Sargent, Nancy

Bradford, Barbara Brewster.

ASSOCIATE EDITORS: Oliver Allen, John

Dille, Ralph Graves, Mary Haganan, Enno

Hobbing, Sally Kirkland, David Scherman,

Marshall Smith, John Thorne, Keith

Wheeler, A. B. C. Whipple, Warren Young.

ASSISTANT EDITORS: Robert Ajemian,

David Bergamini, Earl Brown, Mathilde

Cannacho, Charles Champlin, Wilbur Cross,

Robert Drew, Terry Drucker, Nancy Genet,

W. K. Goodrick, Lee Hall, Muriel Hall,

Monica Horne, Patricia Hunt, Edward

Kern, Landon Knight, Jerry Korn, Mary

Leatherbee, Jeanne LeMonnier, James Lips-

comb, Richard Merymann, Jane Nelson,

Jack Newcombe, Eleanor Parish, Joseph

Roddy, Albert Rosenfeld, Irene Saint,

Dorothy Featherling, Mary Lou Skinner,

John Stanton, Valerie Vonderhulst.

REPORTERS: Virginia Addison, Linda Asher,

Elizabeth Baker, Mary Elizabeth Barber,

Margaret Bassett, Laura Bell, Richard El-

ling, Patricia Blake, Margery Byers, Jeanne

Campbell, Helen Carlton, Barbara Cun-

miskey, Jeanne Dempsey, Beatrice Doole,

Laura Ecker, Charles Elliott, Diana Fetter,

Tom Flaherty, Kim Frense, Joan Gibson,

Frances Glennon, Kenneth Gouldthorpe,

Gerry Gruen, Kathleen Hampton, Terry

Harman, Judith Holden, Alison Kallman,

Nancy King, Richard Lewis, John Mac-

Donald, Paul Mandel, Joann McQuiston,

Loretta Nelson, Clara Nicolai, Charles Os-

borne, John Omsundsen, Sheila Omsund-

sen, William Paim, Patricia Phillips, Nor-

man Ritter, Henriette Rosenberg, Elyn

Schiff, Art Seidenbaum, Jean Sheiniger,

Kathleen Shortall, Ruth Silva, Helga Tau-

enberger, Marion Steinmann, Jean Stron,

Lucy Thomas, Martha Turner, Terry

Turner, Marilyn Wellesmeyer, Margaret

Williams, Jane Wilson, Alix Witteburg,

Sharon Workman.

COPY READERS: Helen Deuell (Chief),

Dorothy Hison, Lu Burke, Barbara Fuller,

Virginia Sadler, Marguerite Scheips, Su-

zanne Zeisels, Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (As-

sociates Art Directors), Margit Varga, Robert

Young (Assistant Art Directors), William

Gallagher, Hilde Adelberger, Matt Greene,

Earle Kersh, Albert Ketchum, Anthony

Sodaro, Richard Valdatt, John Woods.

PICTURE BUREAU: Natalie Kosok (Chief),

Mary Carr, Betty Doyle, Margaret Gold-

smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J.

Sumits (Chief), George Karas.

PICTURE LIBRARY: Alna Eggleston (Chief),

Doris O'Neil, Alberta Kreh.

U.S. & CANADIAN NEWS SERVICE: James

Hepley (Chief), Tom Carmichael, Helen

Fennell, Marshall Lumsden, Don Under-

wood—WASHINGTON: James L. McCon-

aughey Jr., Donald Wilson, Mary Cad-

walader, Will Lang, Patey Parkin, Don

Schlanche, Hugh Sidey, Henry Suydan;

CHICAGO: T. George Harris, Roy Howard,

Jane Estes, Leon Jaroff, John McDermott,

William Trombley, Paul Welch; LOS ANGE-

LES: Frank McCulloch, John Jenkinson,

Shana Alexander, Peter Bunsel, James

Goode, George McCue, Davis Thomas,

David Zeitlin; ATLANTA: Harry Johnston,

Robert Mason, Richard Stolley; BOSTON:

William Johnson, Wilbur Jarvis; DALLAS:

Willard Rappleye, Jane Scholl; DENVER:

Barton Beshoar, Bayard Rustin; DETROIT:

Norman Nicholson, Richard Anthony; SAN

FRANCISCO: Richard Pollard, John Porter;

SEATTLE: Robert Schulman, Russell Sark-

ell; OTTAWA: Arthur White, Douglas How;

MONTREAL: Byron Riggan; TORONTO:

Murray Galt; CALGARY: Ed Ogle.

FOREIGN NEWS SERVICE: Emmet John

Hughes (Chief), John Boyle, George Catu-

rani, Florence McNeil—LONDON: Max

Ways, Norman Ross, Anne Denny, Ruth

Lynam, Robert Moore; PARIS: Frank White,

Milton Orshelsky, Anne Chamberlin, Tim-

othy Foote, Gabrielle Smith, David Snell;

BOMBAY: Edward Hughes, John Mulliken;

ROMA: Walter Guzzardi Jr., Dora Jane

Hamblin; JOHANNESBURG: Curtis Prender-

gast; ATHENS: Donald Burke; BOMBAY: John

Meeklin; NEW DELHI: Donald S. Connery;

HONG KONG: James Bell, Scot Leavitt,

James Burke; TOKYO: Alexander Campbell;

MEXICO CITY: Richard Oulahan Jr.; PAN-

AMA: Bruce Henderson; RIO DE JANEIRO:

Piero Saporiti; BUENOS AIRES: Philip Payne.

PUBLISHER..... Andrew Heiskell

ADVERTISING DIRECTOR..... Clay Buckhout

Switzer & Bewley

Their invention helps clear the air over Los Angeles

"You've seen the big tank trucks that haul gasoline to your neighborhood service station?"

"We fill about 150 of those trucks a day at Union Oil's Rosecrans terminal.

"In a month this moves some 24,000,000 gallons of gasoline. Of which about 25,000 gallons used to evaporate into thin air and vanish.

"Until smog became a problem in Los Angeles, we had never found a practical way to recover the gasoline. It wouldn't have paid us, anyway.

"But then escaping fuel vapors became one of



the suspects in smog. We intensified our search for a foolproof way to prevent the vapors from getting into the air, regardless of cost.

"Union assigned Bill Bewley and myself to the project in January of 1955. We worked the year, studying, testing, experimenting, before we got the answer—a device that collects all vapors during loading. Absolutely nothing gets into the air.

"It proved so successful in operation that the company had it patented.

"Union also offered our Controlled Liquid Dispensing System to any other refinery or loading



SWITZER (L) AND BEWLEY: "WE'RE AS PROUD OF UNION'S FREE OFFER AS OF OUR INVENTION."

terminal in the Los Angeles area that has a need for it. Offered it free for the asking.

"I think Bill and I are as proud of that as we are of the invention!" * * *

Bob Switzer and Bill Bewley are both Union Oil research engineers.

Ordinarily, they work to find new ways to make our gasoline and motor oils constantly better.

Here their research served quite a different purpose: our citizenship in the communities in which we do business.

For even though gasoline vapors may or may not contribute to smog, we believe in eliminating all suspects as long as there is a shadow of a doubt.

* * * *

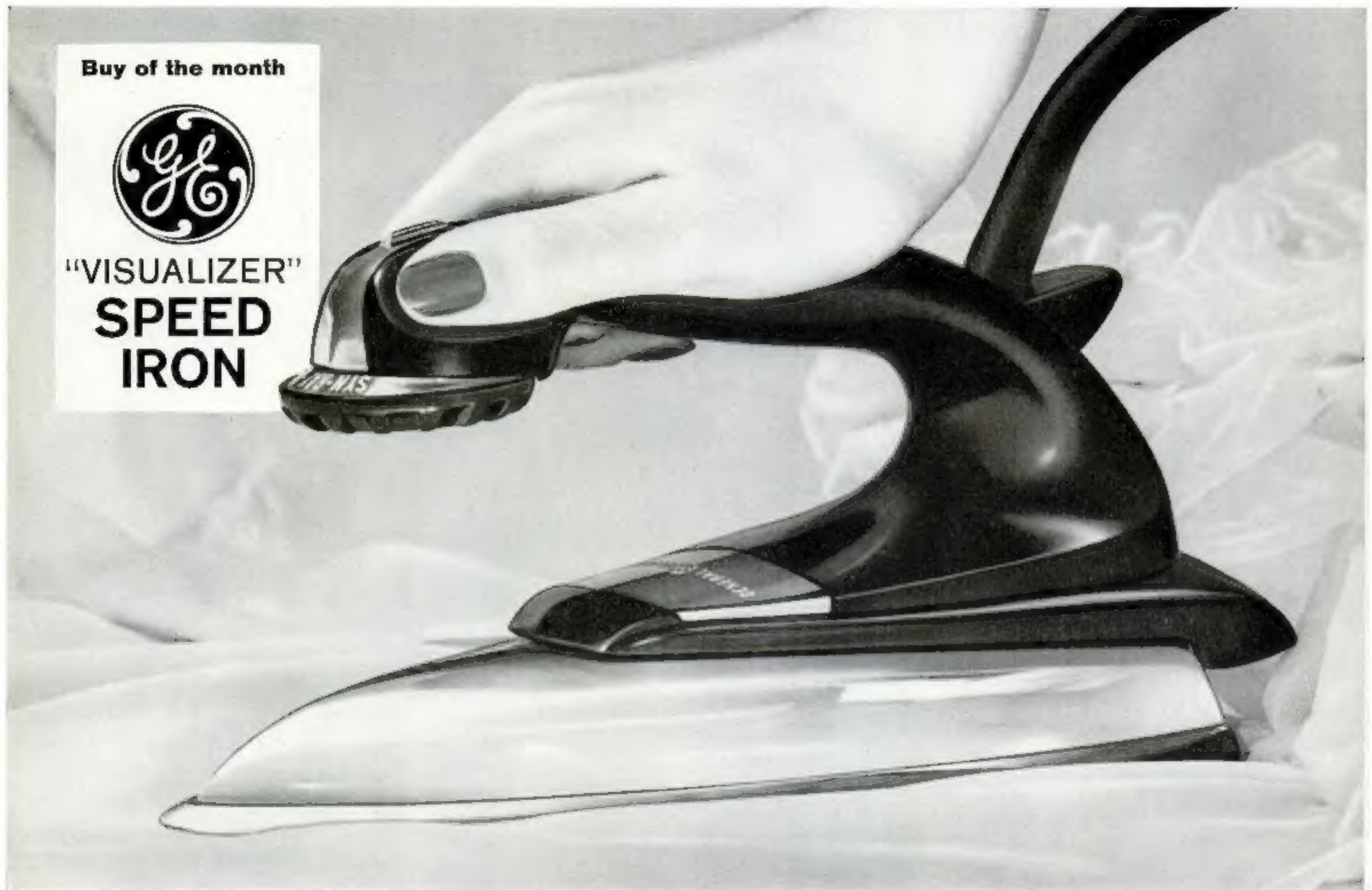
YOUR COMMENTS ARE INVITED. Write: The Chairman of the Board, Union Oil Co., Union Oil Bldg., Los Angeles 17, Calif.



Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Tells you when to iron!



And you'll save money buying it now!



This amazing General Electric iron *actually tells you when to iron!* Simply dial the fabric and watch the safety light. When it goes off, you know it's safe to iron.

No danger of scorching, because when you move the dial from higher to lower temperature setting, the signal light does not go off until iron has *safely cooled*.

It's the only iron that signals correct temperature when dialing BOTH from cooler to hotter—AND hotter to cooler.

Protect your pretty fabrics—iron faster, more easily with the G.E. Visualizer Speed Iron. Heats up *fast* (less than 30 seconds), weighs a featherweight $2\frac{1}{2}$ lbs. See it, buy it at your G.E. dealer's today. General Electric Company, Portable Appliance Department, Bridgeport 2, Connecticut.



Like a traffic light, the exclusive Teleheat Signal Light glows "stop" when heat is unsafe for fabrics.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

STEVE ALLEN and JAYNE MEADOWS say,

**"We like the quiet and beauty of
Hush-Tone Ceiling Tile by Celotex!"**

TRADEMARK



Steve Allen and Jayne Meadows appreciate the peace-and-quiet beauty of sound-absorbing ceilings like this one.

As Jayne says, "This new tile by Celotex not only makes any room beautiful... it also puts a heavenly hush on noise!" It absorbs up to 20 times more noise than ordinary ceilings—adds the comfort of quiet to family living.

Raymond Loewy Associates created HUSH-TONE Tile's *Linear-Random*† design—hundreds of tiny "sound traps" in an eye-pleasing new arrangement—patented by CELOTEX, first name in sound quieting.

Only HUSH-TONE Tile gives you a choice of white or color in two exclusive pre-decorated finishes: *True White*—or the new color-flecked *Fiesta* for that expensive-looking "interior decorator" touch. And later on, if you redecorate, you can paint without clogging the perforations. HUSH-TONE Tile is permanently sound-absorbent!

In your new home, or over old ceilings, HUSH-TONE Tile cuts down noise in family room, recreation room, dining room, kitchen... wherever quiet would be welcome and beauty is a "must."

Leading builders feature HUSH-TONE Tile in their Model Homes. It's a mark of quality construction. When you buy, build or modernize, insist on genuine HUSH-TONE by Celotex.

Whether you do it yourself or have it installed, visit your nearby CELOTEX building products dealer, now. See samples. Get his friendly advice. Learn how little it will cost* to "HUSH-TONE" your home!

U. S. PAT. NO. 2,818,742

*Approximate cost of HUSH-TONE Tile for a 10' x 14' room, \$28

TV STARS STEVE ALLEN AND JAYNE MEADOWS (MR. AND MRS. STEVE ALLEN) CHOSE FIESTA PATTERN HUSH-TONE TILE

CHOICE OF TWO DESIGNS

Color-flecked Fiesta or True White



Do it yourself... over a weekend! Have the fun and satisfaction of modernizing your rooms with Hush-Tone Tile! It's easy to cover cracked ceilings; or apply to open framing. Goes up fast with adhesive or handy stapler. Celotex "E-Z" joint conceals staples or nails.

CELOTEX
REG. U. S. PAT. OFF.
BUILDING PRODUCTS

INSULATING SHEATHING • MINERAL WOOL INSULATION • INSULATING ROOF SLABS • CELOROK® GYPSUM PLASTERS, ANCHOR-LATH, WALLBOARDS • TRIPLE-SEALED® ASPHALT SHINGLES • HARDBOARD SIDING

THE CELOTEX CORPORATION • Dept. L-28
120 S. LaSalle St., Chicago 2, Ill.

Please send FREE new full-color booklet showing how to quiet and decorate with Hush-Tone Tile and many other Celotex ceiling tile products.

Name _____
Address _____ County _____
City _____ Zone _____ State _____



I dreamed I posed for a Fashion Ad
in my *maidenform* bra*

Here's new, new, new Twice-Over** fashion's most exciting elastic bra!

There's never—no *never*—been any bra like Maidenform Twice-Over! It's a whole new *kind* of bra—elastic *plus*! Fantastic elastic all around, *doubled* and criss-crossed under the arms. And the cups are the *plus*. They're supple, silken broadcloth that's *double* stitched to hold you and mold you! Twice-Over gives you *just* the look fashion decrees for your new chemise. No wonder it's being snapped up *everywhere*! Costs 3.95—and so *wonderfully* worth it. You've never—no *never*—had any bra like new Maidenform Twice-Over. Buy *yours* today!



Double elastic criss-crossed under the arms. It's supple, stronger and *lasts* much longer than ordinary elastic bras!



Elastic outlines and under-scores the cups, for comfort and cling where it counts. Twice-Over fits better, feels better on!



Double-stitched broadcloth cups where *support* counts—firm broadcloth separation and straps, too! Keeps its shape better!



3⁹⁵

NEW *maidenform** **TWICE-OVER**

Look for this colorful package at fine stores everywhere!

© 1956 MAIDEN FORM BRASSIERE CO., INC., NEW YORK 16, N.Y. **PAT. PEND. *REG. U.S. PAT. OFF. COSTUME BY SYLVAN RICH



YOU'LL HOLD YOUR HEAD HIGH
over the new beauty of your '58 CHEVROLET.
It gets the lion's share of looks wherever you go. Those
boldly sculptured lines and distinctive gull-wing contours
set a new style in styling. This is the car that's got action
written all over it — and built into it besides!

You'll notice right away that you get special attention when you're driving your new Chevrolet. It seems that people just naturally like to let their eyes linger on Chevy's crisply sculptured contours. There's nothing else on the road like that bold gull-wing rear. Not by a long shot.

So don't be surprised if you get a smile and a "How do you like 'er?" from perfect strangers. And you'll "like 'er" just fine.

You'll like Chevrolet's solid, costly car feel. The hushed smoothness of its ride. The alertness of its power. You'll like the kingly sense of pure luxury that stems from



fine Fisher Body construction and superb fabrics and fittings.

We could list the developments that make this new Chevy so remarkable—such as the sturdy new Safety-Girder frame, the unprecedented Turbo-Thrust V8*, new Full Coil suspension, a 100 percent real air ride*. But we couldn't even come close to telling you as much about this car as you'll learn in a few miles behind the wheel.

Stop by your Chevrolet dealer's and drive the year's most looked at and longed for car. . . . Chevrolet Division of General Motors, Detroit 2, Michigan. **Optional at extra cost.*



The Bel Air Sport Sedan with Body by Fisher and Safety Plate Glass all around.



FORWARD
FROM
FIFTY

From Pillsbury and Lucky Leaf...

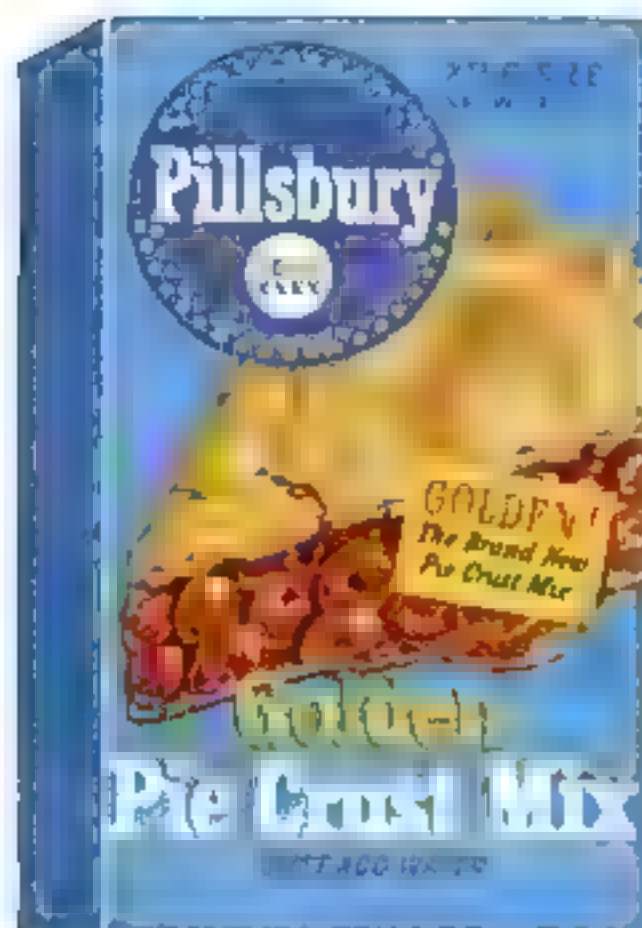
NEW! Golden-Glow CHERRY PIE

Golden Crust
(JUST ADD WATER)

*Glowing
Cherries*
(JUST SPOON IN)



*The easiest, prettiest pie
you've ever made!*



NEW! GOLDEN Pie Crust Mix from Pillsbury!

It's golden all the way—from package to crust! Simply add water to this new golden mix to get a rich golden dough. It handles so easily—bakes into a golden crust that's beautiful to see. And eat! Ten full ounces to the package—plenty for this man-size, two-crust Golden-Glow Pie!

Golden in stick form, too—
New Pillsbury Golden Pie Crust Sticks

LUSCIOUS Cherry Pie Filling from Lucky Leaf!

Nothing to fix, mix, or add—simply spoon Lucky Leaf Cherry Pie Filling into the golden crust. Cherries are flavor-fresh. That's because Lucky Leaf's exclusive process seals in all the fresh-fruit flavors and juices, keeps cherries whole, plump, bright.

With Lucky Leaf Fruit Pie Fillings,
your favorite fruits and berries
are in season all year round.





END LEG FATIGUE WITH THE ONLY ULTRA-FASHION ELASTIC SHEER NYLON STOCKING* DESIGNED TO SUPPORT!

You've never worn a stocking like Supp-hose before! Supp-hose is the first fashion sheer nylon support stocking designed to relieve leg fatigue—and it contains *no rubber*. Every stitch is nylon, an especially fine nylon with a special twist that gives it a truly elastic quality to lift and support tired leg muscles, relieve and banish leg fatigue all day long!

LOOKS LIKE ANY FASHION SHEER NYLON!

Supp-hose is for every woman who spends time on her feet—a new source of fashionable support for working women, housewives, expectant moth-

ers, and women who suffer from varicose veins. Try a pair—see how good your legs look and feel. And no one will ever know you're wearing them!

A VERY ECONOMICAL STOCKING!

Supp-hose costs just one-third what

you'd expect to pay. One pair of Supp-hose should give you 5 times the wear of ordinary nylons. Ask for Supp-hose in your favorite brand at stores everywhere. Available in proportioned hosiery sizes: beige, natural, white.

495
pair

Supp-hose[†]

CHESTER H. ROTH CO., INC.,  200 MADISON AVE., NEW YORK 16, N. Y.
SUPP-HOSE IS AVAILABLE IN CANADA • *PAT. APP. FOR †TRADEMARK



Daily SABENA flights from New York take you non-stop to Brussels aboard luxurious DC-7C airliners. There's no finer way to travel.

Circle the Brussels World's Fair in a Vertol 44 helicopter... alight from the air before you land in the "Heart" of the fabulous fair grounds.



Fun...Brussels...Helicopter...Paris

Don't miss SABENA'S exclusive combination of travel fun and convenience! After a comfortable DC-7C overnight flight from New York to Brussels, you can circle the World's Fair in a huge, new helicopter. Next you land in the "Heart" of the fair grounds, ready to explore the wonders of this great exposition.

Continue your fun on the next leg of your SABENA tour by flying in a giant Sikorsky S-58 or Vertol 44 helicopter, south to the "Heart of

Paris" at no extra fare... or north to Holland... east to Germany. It's a great experience.

Go North, South, East or West... your Travel Agent guides you best. Ask about SABENA'S new, low, transatlantic "economy" fare—the lowest available.

Get SABENA'S great new tour book, "HOLIDAY ABROAD—1958", World's Fair edition, for \$1 from your Travel Agent or SABENA Dept. H-ALL, 720 Fifth Ave., N. Y. 19, N. Y.



Fly to the "Heart of Paris" from Brussels by S-58 helicopter at no extra fare... get a bird's-eye view as you go. A unique combination of fun and convenience, exclusive with SABENA.

SABENA BELGIAN World AIRLINES
SERVING 104 KEY CITIES IN EUROPE, AFRICA AND THE MIDDLE EAST

YOU'LL KNOW WHAT'S NEW WITH INSTANT CHASE & SANBORN

the second you open the jar!



the **NATURAL
COFFEE AROMA
HERE...**

...tells you there's
**MORE FLAVOR
HERE!**

The aroma-rich texture is different, too. So spoon a little less or a little more for the flavor you like best! Give yourself a

First! And *only* with Instant Chase & Sanborn . . . the elusive natural coffee aroma so important to complete coffee enjoyment. Now, it's yours, the second you open a jar of Instant Chase & Sanborn. It rises to greet you . . . mouth-watering and tantalizing . . . tells you there's so much more flavor in every cup. Give yourself a Flavor Break. Enjoy the full-bodied coffee, today!

FLAVOR BREAK



INSTANT CHASE & SANBORN - the full-bodied coffee!

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.

GOING UP ALL OVER AMERICA: new industrial giants . . . like this huge refinery using 130 carloads of Fiberglas products



AT THE REFINERY'S PROCESS CONTROL CENTER . . .
Fiberglas Acoustical Ceiling keeps it quiet where every pressure and temperature is carefully tracked.



THROUGH THE COLOSSAL OIL-BEARING PIPES . . .
Thousands of feet of pipe, up to a yard in diameter, are covered with Fiberglas and Kaylo Insulations.



AND INTO YOUR CAR . . .
Fiberglas products help make high powered fuels to send you on your way to greater motoring pleasure

Lighting up the sky—new plants insulated with Fiberglas*

IN OIL-CRACKING TOWERS—AS IN INDUSTRY EVERYWHERE—MARVELOUS FIBERS OF GLASS PLAY EXCITING NEW ROLES

From the moment raw crude oil gushes from the well till it emerges as the final products of petrochemistry, Fiberglas materials play a vital part all along the way.

Oil travels to the refinery in pipe lines protected by Fiberglas Pipe-wrap. At the refinery, many more miles of pipe are wrapped in Fiberglas and Kaylo® Insulations—pipes for hot steam, for surging gases, for molten chemicals.

To comfort-condition the workers, warehouse walls are lined with heat-blocking Fiberglas boards. Laboratories have ceilings of Fiberglas Acoustical Tile, are protected from the weather by Fiberglas Roof Insulation and Built-Up Roofing. Fiberglas duct insulation covers air-conditioning ducts.

At home, as in industry, Fiberglas products benefit your daily life. Insulation in appliances and Fiberglas draperies at your windows bring you comfort and beauty. Owens-Corning Fiberglas Corporation, Dept. 10-B-17, Toledo 1, Ohio.



*T.M. (Reg. U.S. Pat. Off.) O.-C. F. Corp.
®T.M. (Reg. U.S. Pat. Off.) Owens-Illinois Corp.

INDUSTRIAL CONSTRUCTION PRODUCTS • ACOUSTICAL CEILINGS • PIPE, EQUIPMENT AND COLD STORAGE INSULATIONS • SIDEWALL INSULATION • DUCT INSULATIONS • BUILT-UP ROOFING • ROOF INSULATION • FORM BOARD

George L. Mikan

"Mr. BASKETBALL" PICKS

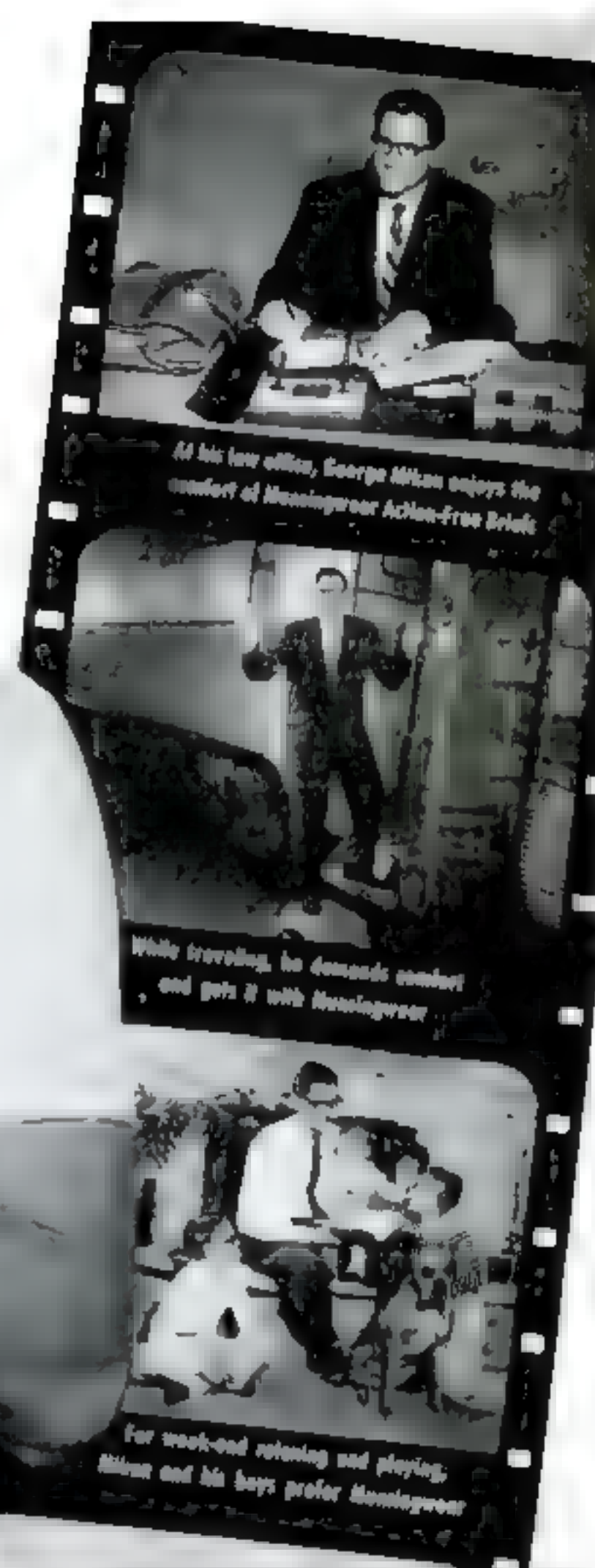
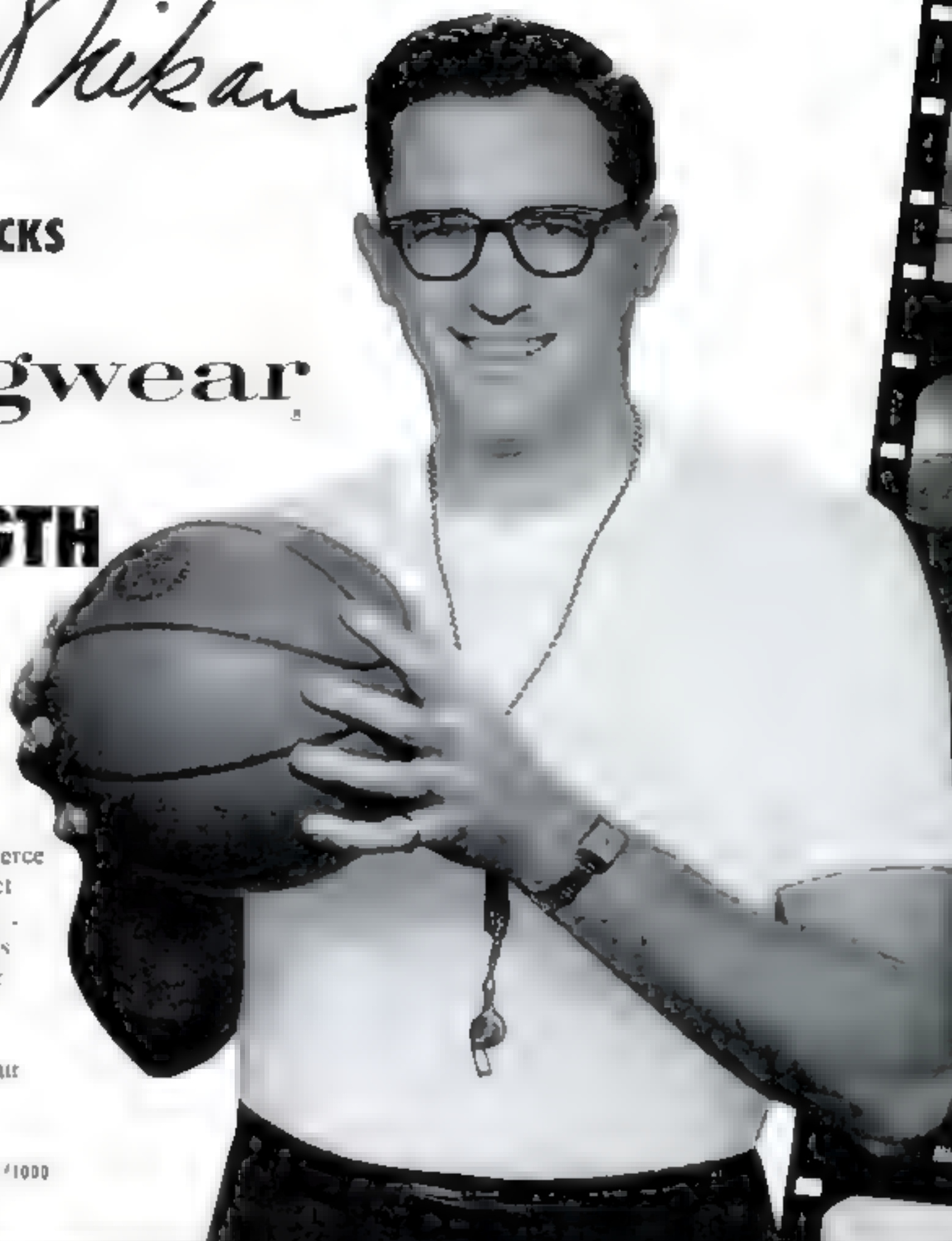
Munsingwear

DOUBLE-STRENGTH BRIEFS

WITH THE EXCLUSIVE
"STRETCHY SEAT"

Whether you are a man of action in sports, commerce or industry, you probably demand not only correct styling, but comfort in all your wearing apparel . . . that's why you, too, will appreciate Munsingwear's S-t-r-e-t-c-h-y Seat Briefs. If you are a 6'10" center as George Mikan, or a 5'10" executive . . . our Briefs are designed to fit you perfectly, comfortably. And of importance to the lady in your life . . . they are machine washable and require no ironing.

GEORGE MIKAN IS PICTURED WEARING THE FAMOUS MUNSINGWEAR T-SHIRT #1000 WITH THE PATENTED NYLON REINFORCED NON-SAG NECKBAND.



Five star Munsingwear features

Size 28 to 46—\$1.25



- ★ Reinforced with double-thickness, stretchy-seat for added comfort, longer wear
- ★ Patented comfort pouch gives mild, gentle support
- ★ Nylon reinforced leg opening that will never stretch out of shape
- ★ Heat resistant elastic waistband guaranteed for the life of the garment
- ★ Premium Combed Cotton guaranteed not to shrink out of fit



Munsingwear "Men-of-Action"

SPORTS ADVISORY BOARD

wear the Comfort line

and Munsingwear for boys-of-action, too!



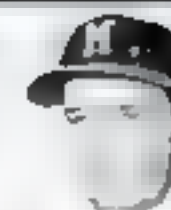
TOM HARMON
Former All-American and
ace CBS Sportscaster
"I like the patented
non-sag neckband."



BOW FINSTERWALD
1957 PGA Finalist
"They look good, and wear
well, too . . . and that goes
for all Munsingwear."



GEORGE MIKAN
"Mr. Basketball"
Minneapolis Lakers Coach
"For sleeping comfort
that can't be beat."



ED MATHEWS
Milwaukee Braves Star
Third Baseman
"Gives me the comfort I
want playing or relaxing."



JACKIE BURKE JR.
1956 Masters and
PGA Champion
"I depend on the Free Swing
undershirt feature."



#1000
T-Shirt
\$1.50



Socks
55c to
\$1.50



#2000
Slumberella®
\$5.00



Boxer Shorts
\$1.00 to
\$2.50



#2000
Golf Shirt
\$5.00

MUNSINGWEAR, INC., MINNEAPOLIS 5, MINNESOTA

IN CANADA: STANFIELD'S, LTD.

IN AUSTRALIA: BOND'S, LTD.

New way to judge a filter cigarette!



LOOK AT THE ASH

**Marlboro's long white ash is evidence of
Quality Tobaccos... Extra Mildness!**



This "filter-flower" shows the pure white cellulose acetate (the modern effective filter material for cigarettes) in just one Marlboro exclusive Selectrate Filter.

To experienced tobacco men, a long white ash has always been a sign of good tobacco and a mild smoke.

Mild-burning Marlboro combines a prized recipe (created in Richmond,

Virginia) of the world's great tobaccos with a modern cellulose acetate filter of consistent dependability.

You get big friendly flavor with all the mildness a man could ask for.

Marlboro

YOU GET A LOT TO LIKE—FILTER • FLAVOR • FLIP-TOP BOX



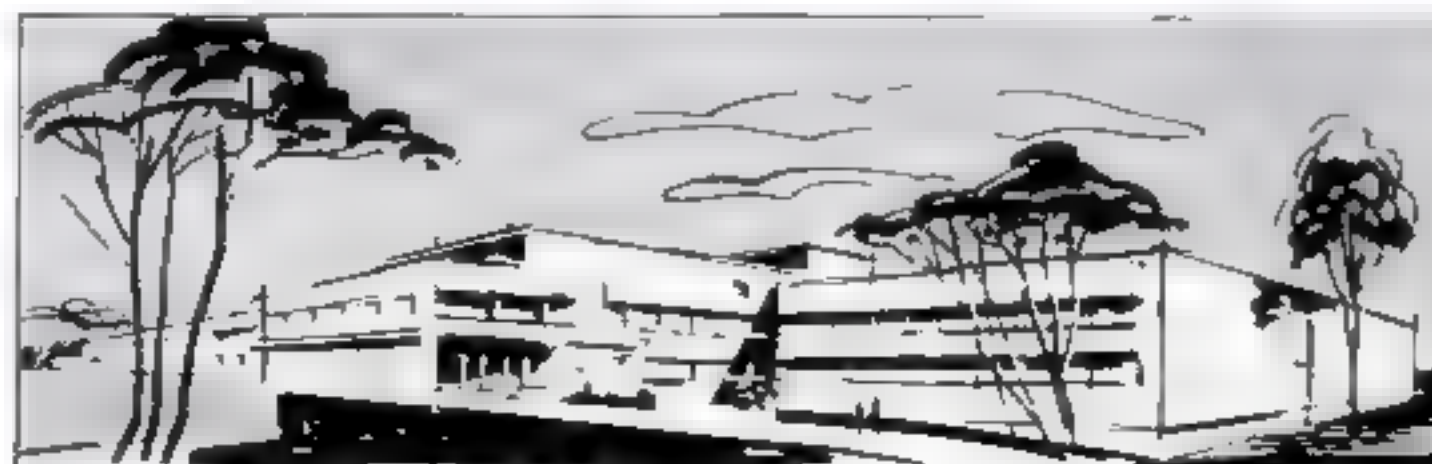
*Sturdiest box of all
—with the exclusive self-starter*



U.S. Royal Tires

FROM THE WORLD'S GREATEST RUBBER LABORATORIES, "U.S." ENGINEERS BRING YOU TIRES SO REMARKABLY SUPERIOR THEY HAVE EARNED THIS SHIELD

Now—out of new materials, new processes, new techniques developed by U. S. Rubber Research—come tires engineered with your safety as the first consideration. Tires that, in 241-million miles of testing have proved themselves first in safety...have earned the name "U. S. Royal Safety 1st Tires". Tires that are typical of the exciting new developments of U. S. Rubber research...in footwear, textiles, chemicals, plastics—some 33,000 products in all!



And even more exciting products are being discovered and developed, around the clock, around the calendar, in this recently dedicated research center. The world's largest and most modern rubber research institution—its 7 buildings occupy 99 acres at Wayne Township, New Jersey. You are cordially invited to see many of these fine products now on display at the new United States Rubber Exhibit Hall, Rockefeller Center, New York City.



United States Rubber

Rockefeller Center, New York 20, N. Y.

In Canada: Dominion Rubber Company, Ltd.

One
Colgate Brushing Helps Give
The **Surest** Protection
All Day Long!



FIGHT TOOTH DECAY WITH COLGATE'S WHILE YOU STOP BAD BREATH ALL DAY!

Brushing For Brushing, It's The **Surest** Protection Ever Offered By Any Toothpaste!
Because Of All Leading Toothpastes, Only Colgate Dental Cream Contains Gardol!
**FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY—
WITH JUST ONE BRUSHING!**

Colgate Dental Cream with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights decay all day . . . helps stop decay with just one brushing! One Colgate brushing stops mouth odor all day for most people, too!



*TOP THREE BRANDS AFTER COLGATE'S GARDOL IS COLGATE'S
TRADE MARK FOR SODIUM N-LAURYL SARCOSINATE



WORLD'S LARGEST SELLING TOOTHPASTE

CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

LETTERS TO THE EDITORS

BAD MEDICINE FOR KLAN

Sirs:

Glory be! In a wonderful reversal of the usual Hollywood picture plot it was the redskins coming to the rescue in aid and backward Maxton, N.C. ("Bad Medicine for the Klan," LIFE, Jan. 27). We should give the country back to these hardy Indians. They were running it very well when we arrived.

THAYER ROBERTS

Hollywood, Calif.

Sirs:

Was horrified at the shocking pictures of Indians using mob force to break up a meeting being held in a private field.

The Bill of Rights guarantees free speech and the right to assemble.

MRS. ISAAC REISWIG

Angwin, Calif.

THE RUSSIAN REVOLUTION

Sirs:

While "The Russian Revolution" (LIFE, Jan. 27) had to be abbreviated, Moorehead has done a very good job of selection. The series as a whole contributes a great deal to the understanding of what really happened in Russia.

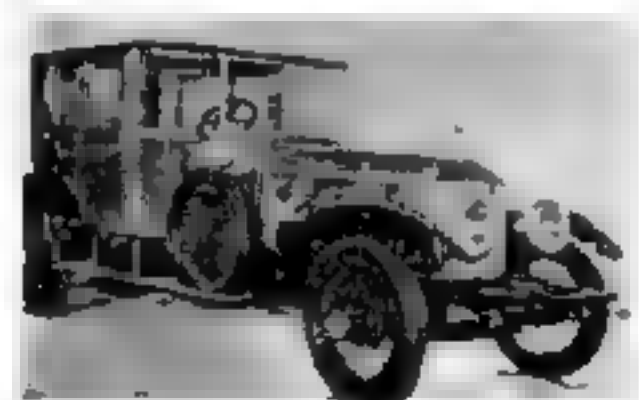
CHARLES E. BOHLEN

American Embassy
Manila, Philippines

Sirs:

Perhaps LIFE's readers of "The Russian Revolution" would like to hear about the czar's car that never reached him.

In 1914 the czar ordered a Rolls-Royce town car for the czarina. It was sent to Germany to be armor plated and was confiscated by the Germans at the outbreak of the war.



THE CZAR'S CAR

John Ringling of circus fame found the car in Germany after the war and had it shipped to the United States. Now in our museum, the car is silver plated on all fittings and has the original trim and upholstery as ordered by Czar Nicholas.

PHILIP F. GABLER

Horn's Cars of Yesterday
Tarasota, Fla.

'LET YOUR KIDS ALONE'

Sirs:

Lazy parents who are just incidentally human beings with children will love your Mr. Smith ("Let Your Kids Alone," LIFE, Jan. 27).

MRS. A. G. BEHNKE

Chicago, Ill.

Sirs:

What's Smith trying to do, raise a bunch of brats accustomed to creative thinking?

CHUCK HASTON

Murfreesboro, Tenn.

Sirs:

Robert Paul Smith criticizes the children of Proctor, Minn. by saying

that there is juvenile apathy at Proctor. Where was LIFE when the Proctor High School band won national honors at the Cherry Blossom Festival? Where was LIFE when the boys won two consecutive championships in football the last two years without being defeated?

A. I. JEDLIKA
Superintendent

Board of Education
Proctor, Minn.

Sirs:

I would like to invite Mr. Smith to be our high school commencement speaker this June.

WALTER S. WILSON
Superintendent

Massena Central Schools
Massena, N.Y.

Sirs:

Hurrah! Again I may hold my head up proudly as I walk through our town's supermarket. Up to now I have guiltily hidden behind the canned tomatoes when the local Den Mothers strolled by. I had baked pies for the kids instead of going to meetings and developed all sorts of hidden neuroses for daring to be different.

The clubs got even. I'm not asked to join the Adult Dance Group, or to be a street worker in the drives to raise money. And I'm glad of it. It leaves me with all my spare time to devote to my family.

PHYLIS CUSICK

Avon Lake, Ohio

Sirs:

It isn't necessary to be extremes in order to illustrate the underlying deficiency of all these organizations; namely, that they exist not for the benefit of children, but for the gratification of parents.

MRS. JOHN M. RICHARDSON

Los Angeles, Calif.

Sirs:

Smith did not go deep enough. He did not remind us of the beat-up backyards and basements that used to be available for kids to play in.

Now the yards are either paved patios or are filled with grass so precious that not a blade may be disturbed. Basements are now dens or rumpus rooms that were not planned for a rumpus.

The "Big Brother" parents act as they do because they have evicted their children from their homes.

MARY T. NOLAN

Chicago, Ill.

Sirs:

Elmer Francis ("Trigger") Burke was in basic training with me at Fort Bragg, N.C. in 1944 and he is a good

CONTINUED

Please send **LIFE**

to _____
name _____
address _____
city _____ zone _____ state _____

ONE YEAR \$6.75 in continental U.S.,
Hawaii, Alaska, Puerto Rico, Virgin Is.
(1 year at the single copy price would cost you \$13.00)

(Canada: 1 year \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3407

Now!..On the East Coast of FLORIDA Another Great Mackle Community



THE YACHT CLUB at Sebastian Highlands (now completed) on the Indian River for exclusive use of Sebastian Highlands property owners.

SEBASTIAN HIGHLANDS

Vacation here...live here...retire here on beautiful 80' x 125' homesite

\$10 DOWN...\$15 A MONTH...SALE PRICE \$995

- Where the true tropics begin
- On Florida's East Coast—On Indian River
- Free Membership to exclusive Yacht Club
- Parks, lakes, playgrounds

Sebastian Highlands! The name comes from the original Florida...first spot touched by the fore-runners of Ponce de Leon.

Here start the true tropics of America...below the frost belt...200 miles south of Jacksonville, 150 miles north of Miami...close by U.S. 1...high, dry, land with quick access to all parts of Florida.



IDEALLY SITUATED on the East Coast of Florida, Sebastian Highlands is easily reached from Miami—to the south, or Jacksonville to the north. Sebastian is 100 miles south of Daytona Beach—only 14 miles to Vero Beach.

SEBASTIAN HIGHLANDS. Early morning, there's a flurry of life as the pelicans come up with the sun on Pelican Island...in Indian River off the Sebastian Highlands shore.

Most exciting of all is your first entry into Sebastian Highlands. Only one mile off Route 1, you meet a

boulevard with royal palms...turn in past a bubbling natural fountain which flows into a lovely lake...and then a park...a creek...and land you would love to own!

One short mile away on the wide Indian River, is your Yacht Club which extends into the blue coastal waters. Your membership free...as a property owner here. And all the marine activities that come with such luxury! Important to all fishing enthusiasts is the fact that the only inlet to the ocean for 24 miles is here at Sebastian.



ACTUAL ENTRANCE TO SEBASTIAN HIGHLANDS

Everyone who knows Florida knows that such a spectacular development could only be achieved by Florida's largest builders and planners, headed by brothers Elliott, Robert and Frank Mackle. They were selected by General Development Corp., one of the largest landowners in the State, whose successes, with the Mackles, are almost unrivalled.

Here you see all the typical Mackle attention to details of ideal Florida living...paved streets... nearby shopping areas in the town of Sebastian...

the bright prospects for a future of fun, relaxation and participation in a growing community.

Sale price for your homesite is only \$995. \$10 down and \$15 a month (which includes 5% interest) buys you a lot to have, to hold, to live or retire on. No extra assessments...free title insurance with every purchase. And your down-payment is protected by a 30-day, money-back guarantee—another assurance that the Mackle brothers want you to be entirely satisfied with your low-cost investment!

Look into Sebastian Highlands. Take advantage of all the extras which are a part of this great new Mackle community. But, don't delay! First come—first served. The coupon below, sent in by you with your \$10, guarantees you no risk, but a happy future!

30-DAY MONEY-BACK GUARANTEE

Copyright 1958 by the General Development Corp.



Florida State Chamber of Commerce
Jacksonville, Florida
Chamber of Commerce
Vero Beach, Florida
1st National Bank of Miami
Miami, Florida

Sebastian Highlands Division
General Development Corp.
P.O. Box 473, Miami 45, Florida

Dept. M22A

Please reserve _____ (fill in number desired) lots (each 80 x 125 feet). I enclose \$10 payment on each. Rush map showing location. My deposit will be returned promptly without question if I notify you within 30 days.

(Please print name exactly as you want it in contract)

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

TELEPHONE NUMBER _____



HERTZ
Rent a car

HERTZ
RESERVATION
OFFICE

She's got the family car! (He's got The Hertz Idea)

Happy wife! Her thoughtful husband leaves the family car at home. He rents a Hertz car for local business, or if he's going out of town, before leaving he reserves a Hertz car at his destination. He gets there faster by plane or train, and steps into a bright, new Turboglide Chevrolet Bel Air or other fine Hertz car on arrival. That's The Hertz Idea. And when time means money, there's no more economi-

cal way to travel. You make more calls, get the job done sooner. And you get the kind of car you like to drive... clean, smooth-performing! With power steering, too.

Rates are low. The national average rate is only \$7.85 a day plus 9 cents a mile. That includes all gasoline, oil and proper insurance. In addition to the Hertz charge card, we honor all Diners' Club, air, rail and hotel credit cards.

Try The Hertz Idea next time you need a car for business or pleasure. With more than 1,500 offices in over 950 cities, Hertz has more offices by far where you can rent, leave or make reservations for a car. Call your courteous local Hertz office. We're listed under "Hertz" in alphabetical phone books everywhere! Hertz Rent A Car, 218 South Wabash Avenue, Chicago 4, Illinois



More people by far...use

HERTZ
Rent a car

"RENT IT HERE . . . LEAVE IT THERE" NOW NATION-WIDE AT NO EXTRA CHARGE! (Between Hertz cities on rentals of \$25 or more. For Chevrolet sedans and comparable models only.)

LETTERS TO THE EDITORS CONTINUED

example of a child of extraordinary intelligence left to his own resources. This allowed him to walk to a death chamber because he did what came naturally.

ROBERT MCINTYRE
Rochester, N.Y.

Sirs:

The warden of Alcatraz, upon retiring some years ago, said, "There never passed through our gates a man who had been a former Boy Scout!"

Your timing in putting this into LIFE just one week before the advent of Boy Scout week was in very poor taste.

MILTON A. KORNMAN
West Haven, Conn.

Sirs:

I have never talked with a prisoner who had the benefit of Scout training.

GEORGE W. RANDALL
Chairman

North Carolina Board of Paroles
Raleigh, N.C.

Sirs:

If Mr. Smith will poke his face through a piece of paper, I will be glad to squirt ground-up pieces of LIFE (pages 103-110) into it.

GEORGE D. FINNERAN
Worthington, Ohio

Sirs:

Don't blame the parents too much. The inventiveness of my children seems to stop (and stay) in front of the television screen.

MRS. EMINET R. BLAKE
Lambton, Ill.

EDITORIALS

Sirs:

Your editorials, "Desk Pilots and Jet Enterprise" and "Farmers and the Space Age Budget" (LIFE, Jan. 27) provide clarity and honest sense so superlative in expression I couldn't refrain from expressing my thanks for powerful editorial competence, which undergirds the strength of our beloved republic.

KENNETH D. WELLS
President
Freedom Foundation at Valley Forge
Valley Forge, Pa.

Sirs:

Your editorial, "Farmers and the Space Age Budget," carries a greater potential for good than anything so far said on farm subsidies. In the majority of cases the financial abilities of the clerks, laborers, merchants,

widows and pensioners whose money is taken away by taxation are far below those of the farmers to whom their cash is given. I am a farmer and am becoming ashamed of it.

WILL METZ
Buffalo, Wyo.

Sirs:

Remove the two million farmers as LIFE's editorial suggests and what happens? Along will go their six million dependents. Then small villages, having lost their customers, fade away and several millions more leave the farm communities.

P. R. PELLEINE
Marysville, Kan.

MISCELLANY

Sirs:

I certainly found the "Iceicle with an Odd Twist" (LIFE, Jan. 27) most amazing.

I too could not believe my eyes at what greeted me when I looked out into our backyard one morning.

A neatly folded snow blanket right off the children's sliding board!

MRS. FRED A. SCHLOSSBERG
Baltimore, Md.



SNOWSLIDE IN BALTIMORE

RECESSION IN PEORIA

Sirs:

Since Walter Reuther is being so generous with others' money, a suggestion for him, one he can do something about, put present union dues in half. Divide among the unemployed the fantastic \$50 million he plans to use as a strike fund for the profit-sharing drive ("Some Suffering Amid Well-Being," LIFE, Jan. 27).

MARY ANN BACKSTROM
Chicago, Ill.

JAYNE IS WED

Sirs:

Jayne Mansfield needs a spanking, he needs a haircut, and LIFE needs a lesson in how not to waste good magazine space ("Jayne Is Wed under Glass," LIFE, Jan. 27).

SHIRLEY M. DUFFY
E. Hartford, Conn.

Sirs:

The pastor who married them should have refused until she appeared in a more modest wedding gown.

REV. CLIFTON L. HARTMAN
Island Falls, Maine

SPLENDOR IN THE ALPS

Sirs:

The charming ladies at St. Moritz may be up to snuff with their stretch pants ("Rakish Splendor in the Alps," LIFE, Jan. 27), but to me their attire is strongly reminiscent of the long red unmentionables we sported under our ski pants.

MRS. A. J. KANAK
Levittown, Pa.

How I retired in 15 years with \$300 a month

"Europe, here I come! First, I'm going to visit cousins I've never seen outside of London. Then I'll just travel about. All my life I've been wanting to go to Europe, and at last I have the time—and the money to do it. How can I afford to spend savings for this trip? You see, I have a lifetime income—a check for \$300 a month as long as I live.

"Come to think of it, a young English cousin was indirectly responsible for my being retired now. Back in 1940, during the Battle of Britain, we took Paul to live with us. He was ten. He often talked about his home—the village my family came from. The more I listened, the more I wanted to go to England after the war.

"I had a good job at the time, with a promising future. But when I actually got down to considering going to Europe, I realized I'd never be able to take off more than two weeks at a time unless I could retire someday. Yet retiring seemed impossible. I had never been able to save much. I was nearly forty.

"But, one day, while I was waiting at the barber's for Paul and my boys, I happened to be glancing through a magazine and noticed an ad about a way to retire. It was called the Phoenix Mutual Retirement Income Plan. It said if I started young enough—in my forties or sooner—this plan could provide an income of \$20 to \$300 a month for life. I sent for the booklet that very morning.

"In a few days the booklet arrived in the mail. My dreams suddenly became possibilities. This plan was made specifically for someone like me. Why I'd even be able to retire earlier than I had ever expected.

"Of course, I compared Phoenix Mutual to other retirement methods. But the more I compared, the more clearly I saw it was best for me. Just as soon as I could, I applied and qualified for my Phoenix Mutual Retirement Income Plan.

"To think I'm actually on my way to see Paul! It's hard to believe he's grown up now, and married. My next check for \$300 is waiting for me in London. I've never felt so carefree



in my life. And I'm still young, with years to look forward to."

Send for Free Booklet. This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$20 a month to \$3,600 a year or more—beginning at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells all about Phoenix Mutual Plans. Similar plans are available for women—and for employee pension programs. Don't delay. Send for your copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS OF LIFE INSURANCE PROTECTION
FOR BUSINESS AND FAMILIES

COPYRIGHT 1957, BY PHOENIX MUTUAL LIFE INSURANCE CO.

Phoenix Mutual Life Insurance Co.
250 Elm Street, Hartford 15, Conn.

Please mail me without obligation, your free 28-page booklet showing new retirement income plans.

Plan for Men ☐ Plan for Women ☐

Name

Date of Birth

Business Address

Home Address

Please address all correspondence concerning LIFE's editorial and advertising content to LIFE, 9 Rockefeller Plaza, New York 20, N.Y.

Please address all subscription correspondence to J. Edward King, Gen'l. Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address in print from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stulman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Edgar R. Baker, Bernard Barnes, Clay Buckhout, Arnold W. Carlson, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Lince, Ralph D. Paine, Jr., P. I. Prentice, Weston C. Pullen, Jr.; Comptroller and Assistant Secretary, John F. Harvey.

SPEAKING OF PICTURES



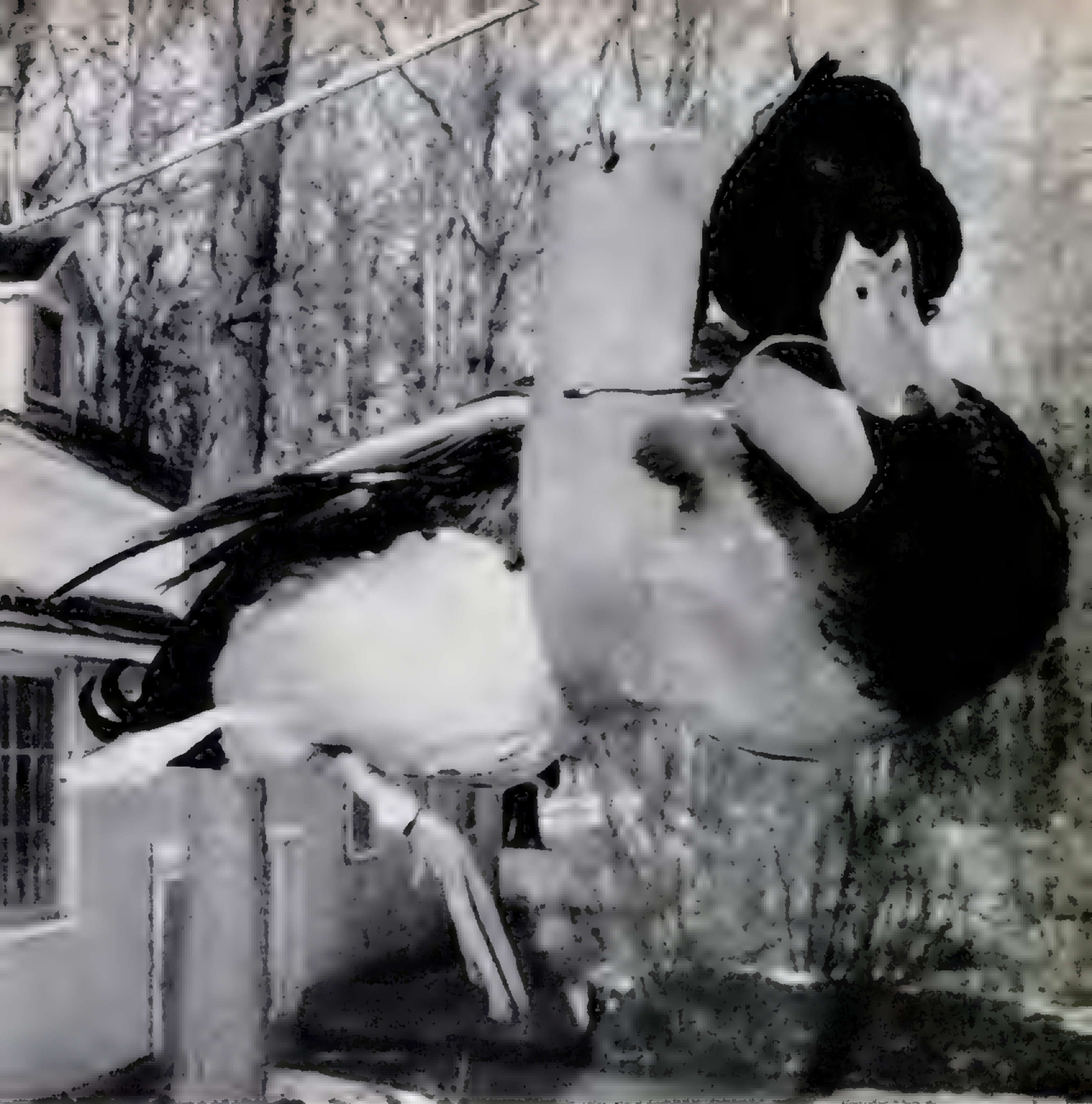
↓ **SCRUBBING A MALLARD** with detergent. Harold Schluchting cleans old algae from feet and beak before putting duck into water with new species of algae.



DRYING DUCKS

The citizens of Hickory Corners, Mich., are used to seeing peculiar flights of wild fowl at their big Kellogg Bird Sanctuary, but the most preposterous sight they have ever seen is the flight of disconsolate ducks dangling like so much wet wash under the clothesline shown above. The ducks were hung there by Harold Schluchting, a biology teacher at Central Michigan College, for an eminently practical reason. Schluchting is trying to discover whether or not waterfowl transport living organisms from pond to pond on their feet. What he finds out may help ranchers in the U.S. Southwest stop the mysterious spread of a poisonous alga which, when drunk by cattle, has killed hundreds of animals at their water holes.

They laughed when I applied for a permit to trap ducks and wash



WEARING BOOTIES of plastic, a duck rests in a holder with algae that survived the duck's simulated flight (above) grow in fresh water around its feet.

OUT OF WATER

lure feet," says Schlichting. But the U.S. Fish and Wildlife Service did grant him permission—and he has worked out an elaborate method for handling his ducks. First he traps the fowl, washes their feet (left) to remove old algae and places them in a pool containing the algae under study. Later he hangs the ducks on a line to simulate a flight between ponds which would dry their feet. Then Schlichting fits each duck with booties containing sterile water, to represent that which they would enter in a new pond. Examination of water from the booties has shown that ducks can inoculate ponds with algae, including one variety that puts out a poisonous substance. This is making Schlichting and his neighbors conclude that cleaning ducks' dirty feet is no longer a laughing matter.



Hidden cause of brittle, broken nails!



**HARSH, "ACETONE-TYPE" REMOVERS
CAN RUIN YOUR NAILS!**



**SAFE, GENTLE CUTEX IS
GUARANTEED ACETONE-FREE!**

Remove Polish Safely...Instantly...with Gentle **CUTEX**

Brittle, splitting nails can often be traced to Acetone, a harsh, drying chemical, used in many polish removers, that takes away important natural oils from the nails. But Cutex is guaranteed Acetone-free! It contains not one drop of this often harmful ingredient.

Outsells all others 5 to 1! Enriched with pure Lanolin, gentle Cutex removes polish easily, instantly . . . with no smearing! And it's absolutely Acetone-free, absolutely safe! No wonder Cutex is the world's largest selling remover!

Look first and be safe! Look for the Cutex guarantee: *Contains no harsh Acetone* right on the bottle! Get new, larger size Cutex Oily Polish Remover today! 20¢ and 33¢ plus tax.

FREE...

new 89¢ box of **Q-TIPS® BEAUTY SWABS**, for every cosmetic use, with your purchase of Cutex Oily Polish Remover. Just send coupon on bottle to: Q-Tips, Box 89, Brooklyn 1, N. Y. with your name and address, plus 15¢ to cover handling and mailing, and you'll receive your free box of Q-Tips Beauty Swabs. Offer subject to termination without notice and is void in any state, territory, or municipality where prohibited, taxed, or otherwise restricted.



Your car makes this a Magic Circle

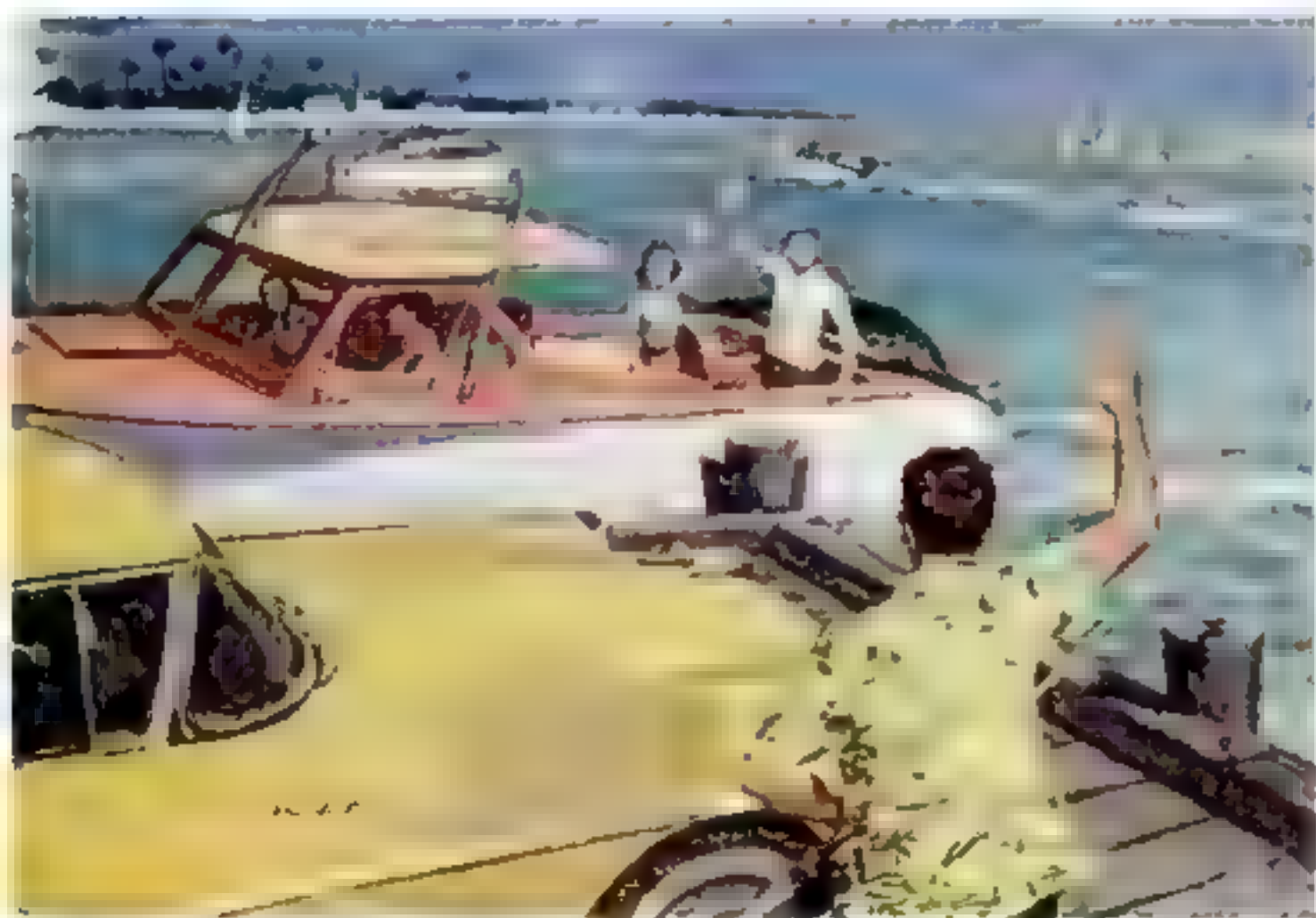
Open roads await you almost any winter day.
They fan out into an endless, exciting
playground, everywhere in your Magic Circle



Choose your slope, then set a course for it the fun way. By car. As skier or just sight-seer, find out just how invigorating a winter's afternoon out-of-doors can be.



Follow the team. Get your friends together and go to a basketball game, a hockey match, or a swimming meet. A good car, a good crowd, a good game . . . they add up to a good time. Anytime.



Head for the water. For you, winter fishing may be a few hours away or a few weeks' trip. And going or coming by car, the pleasure can be as limitless as the shoreline itself.



A round of fun. Children of all ages are discovering the happy relaxation roller-skating offers. Match it with the easy comfort of going by car.

Start living these winter days...start driving. Your Magic Circle surrounds you with a worldful of things to enjoy. Winter time—anytime—it makes your car not just a way to go, but a wonderful way of life. And from start to end of your trip, over 200,000 friendly, trained service station men stand ready to make it a carefree pleasure. See for yourself tomorrow, next weekend or next vacation.



DRIVE MORE . . .
IT'S FUN TO EXPLORE
YOUR MAGIC CIRCLE



ETHYL CORPORATION
New York 17, New York

*Manufacturers of "Ethyl" antiknock compounds
used by oil companies everywhere
to improve their gasolines and your driving pleasure*

Every drink it touches
turns to gold



Artistry in Gold . . . vessel created by Exaros of Linden in 1620. Courtesy of A la Vieille Russie, Inc.

So extra dry...it's golden

The golden glow in Seagram's gin is Nature's own sign of mellow perfection. Magnificent in martinis—supremely smooth just poured over ice! And dry? This is golden gin—anything dry-er simply wouldn't pour!



Say Seagram's and be Sure

Seagram's Golden Gin *the world's Perfect Gin*

SEAGRAM'S GOLDEN GIN MAY ALSO BE OBTAINED IN CANADA - SEAGRAM-DISTILLERS COMPANY, N. Y. C. 90 PROOF DISTILLED DRY GIN, DISTILLED FROM AMERICAN GRAIN



**FIRST
REDSTONE**



**THEN
JUPITER**



**NOW
JUPITER C...**

Jupiter C . . . another in the Army family of missiles . . . launches first U. S. satellite moon

America's mighty missile program takes a giant step into outer space as Jupiter C puts America's first satellite into orbit.

And once again, the world is shown that inventiveness and productivity thrive best in the climate of freedom.

To help preserve this, Chrysler Corporation is producing a family of missiles in cooperation with The Army Ballistic Missile Agency

and many fine sub-contractors: *Redstone*—largest ballistic missile in full industrial production and *Jupiter*—built to travel 1500 miles at supersonic speeds . . . now in production.

The Redstone served as the vital first stage in the history-making launching of the mighty Army Jupiter C.

Chrysler Corporation recognizes this great achievement by the Army and warmly congrat-

ulates all those concerned with the successful launching of the free world's first artificial moon, "Explorer".

With advanced concepts in research, engineering, and in production, Chrysler Corporation seeks constantly to serve better the nation and the public. This is *The Forward Look* of Chrysler Corporation—builders of *Plymouth*, *Dodge*, *DeSoto*, *Chrysler*, *Imperial* and *Redstone* and *Jupiter*.

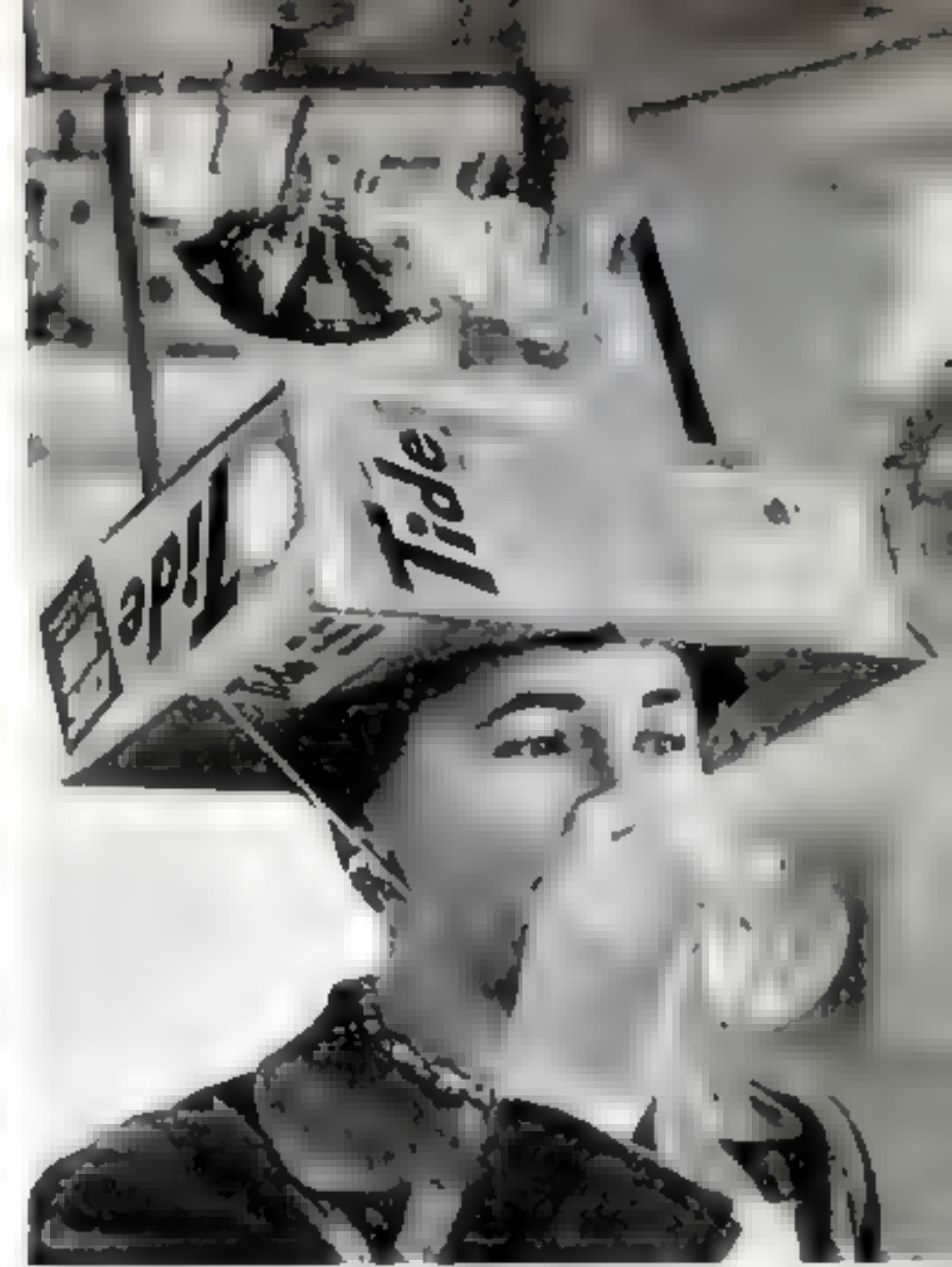
THE FORWARD LOOK  **CHRYSLER CORPORATION**
PLYMOUTH • DODGE • DESOTO • CHRYSLER • IMPERIAL



Missilemen's wives gaily use heads to celebrate the satellite's success



At their annual Mad Hatters Luncheon, the wives at Florida's Patrick Air Force Base and the nearby missile site, Cape Canaveral, used silly chapeaux



to celebrate—and spoof—their husbands' work with satellites and other missiles. From left are Mrs. Clara Curtin, who wears a timely valentine

WEEK WHEN WOMEN REGAINED A BETTER SHARE OF HEADLINES

VALENTINE



A beauty from abroad with a present for Mr. Sam

Surrounded by congressmen of Italian descent, Gina Lollobrigida gives a recorded Italian language course to House Speaker Sam Rayburn. "I want

you to come to Italy, no?" said Gina. Replied Sam with Texas gallantry, "I have never crossed either ocean. . . Now if I do, it will be the Atlantic."

While the men were hellbent for space, women last week seemed more than usually to be in charge of events on earth. They had a head start anyway: they outnumber U.S. men by 1.5 million, they control a huge amount of spending and they hold title to over half of U.S. investments. Now, as if to remind everyone that that uniquely feminine occasion, Valentine Day, was at hand, women were getting a more equitable share of the headlines. The evidence was a reminder that the eternal female is just as compelling a part of the national scene as the men's passing absorption in crises — political, military and scientific.

The ladies burst in on important legislators, who were supposedly engrossed in high state matters, and found themselves more than

A bevy of buyers in New York

Businesslike but full of feminine curiosity, buyers make notes on a dress and petticoat during model's of summer frocks for junior fesses in shop windows





bonnet; Mrs. Erma Fennema, on whose hat Laika chases Explorer satellite (a hot dog) around the sky; Mrs. Marjorie Van Trees, who has a carton strung



with clothesline; Mrs. Waverly Feld, who chocolate-coated a regular hat and decorated it with lighted birthday candles, Surmounting Mrs. Dorothy Berger



is a model missile recovery boat Mrs. Dorothy Dowling's hat bears a Matador-type missile model Prize for the most original hat went to Mrs. Berger.

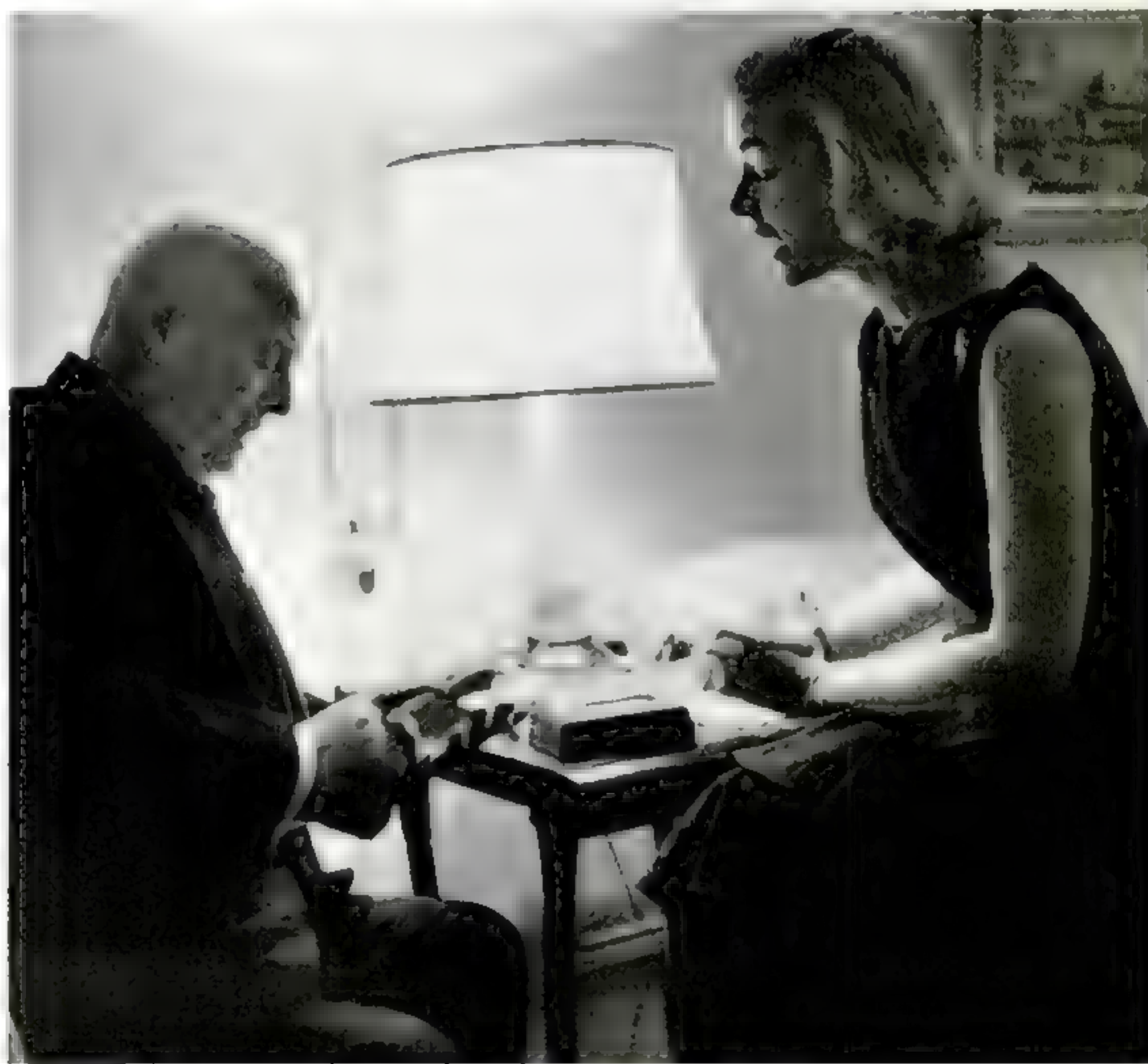
FOR OUR LADIES FAIR

welcome (below, right and left). To keep the males suitably attracted (or distracted) in a turbulent time, other ladies were going seriously about the perennial business of buying frilly things (below). And one especially news-conscious gathering of the girls even used their heads to bring the whole matter of satellites down to earth (above).

All told, the ladies were making a fine show of their vivacious versatility. Some of them turned their energy to fund-raising drives and to organizational good works (pp. 32, 33). Still others charmingly reaffirmed women's prime concerns with marriage and motherhood (pp. 34, 35). The men might be in a stew to get out of this world. The women seemed to be proving that they still make the world go round.

for showing of summer styles

of manufacturer called Mr. Mort. As a big week for summer showings began, some 1,500 buyers descended on New York. At least 60% were women.



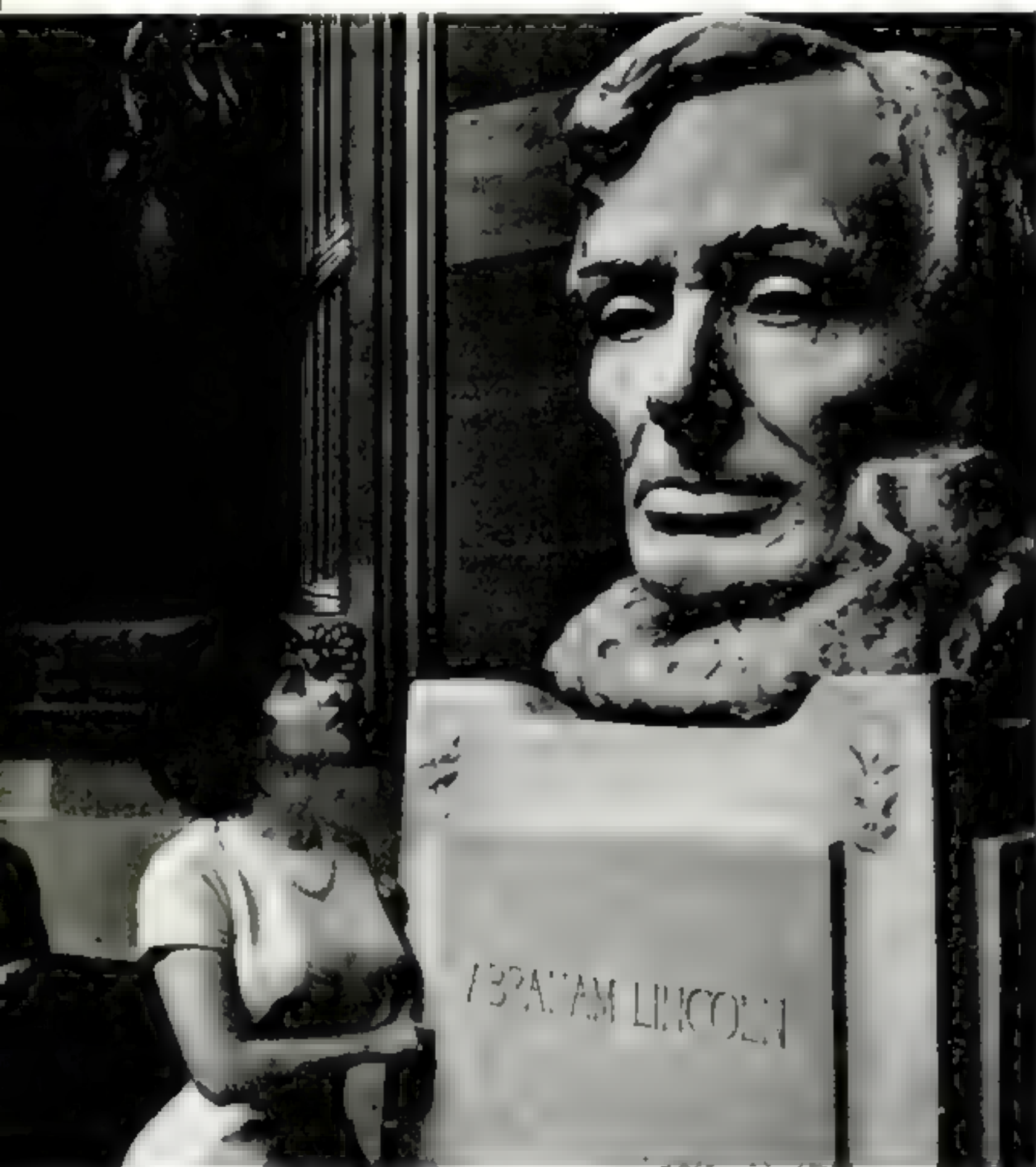
A beauty from Hollywood with words for Mr. Sam

Another lovely visitor and an ardent fellow Democrat. Actress Lauren Bacall, directs her attention to Sam Rayburn as she chats with him at an

afternoon cocktail party at the Hotel Mayflower. After their conversation Rayburn, still the gallant bachelor, said, "I may just get married tonight."



UNIVERSAL REACTION to Gina is displayed by Cabinet Secretary Max Baib before movie's Washington premiere, as Italian ambassador and wife look on.



EXAMINING BUSTS of Lincoln in Capitol (*above*) and Washington at Mount Vernon (*below*). Gina admired late, decided Lincoln has "a very sad face."



VALENTINE CONTINUED



GIFT FOR NIXON, an Italian grammar, is presented by Gina to the Vice President before a banquet at National Press Club where she was a guest of honor.

A BOW TO BEAUTY

The woman busiest promoting the importance of beauty last week was Gina Lollobrigida. She put official Washington in a rare dizzy of gallantry. Greeting the Republican Vice President (*above*) and a Democratic senator (*opposite page, top*), she showed a bipartisan charm. One congressman hoped she was cementing relations equally with both parties. Gina said, "In the politics I am 'how you say' ignorant." "That's the right party," said a relieved Republican. Gina invited Republicans and Democrats alike to see her movie, *Beautiful but Dangerous*. "because we need uh . . . Money?" asked someone. "Friends," said Gina sweetly.



IN A QUANDARY and her slip, Gina pauses in Walder's apartment, pondering what to wear to New York premiere. She acceded against dress she is holding.

YOUTHFUL IMPETUOSITY is displayed by a fan who pressed forward at New York opening. Gina is wearing the dress she chose—a teal, like the one above.



SENATORIAL COURTESY finds Rhode Island's Theodore Green, a youthful 90, bowing gallantly and kissing Miss Lobrigida's hand at a reception in the

Italian embassy. Senator Green had been munching a sandwich when he espied her and hurriedly finished it. "Otherwise," he said, "I might bite her hand."



ACHIEVEMENT IN WORK AND



A wife with high-minded loyalty

Woman's business of sharing a husband's interests reached its high when 30-year-old Nona Quarles, whose husband Donald was Air Force Secretary and is now Deputy Defense Secretary, got her wings in the Civil Air Patrol. Here, watched by her dachshund Zeppy, she tries the controls of Convair 145.



A dazzling deployment of socialites for a charitable cause

Attractively arrayed in the cause of charity on the Grand Stairway of the Metropolitan Opera House were 16 New York debutantes and postdebutantes. They were doing their chore by serving as hostesses at an annual benefit performance for the Free Milk Fund for Babies. This year's on-stage attraction was

La Traviata, with Maria Callas. Hostesses included Sandra Topping and Lucille Vanderbilt, junior chairman (standing at left) and Wendy Vanderbilt, debutante chairman (standing, right front). Back from elopement (late Feb. 3) was Mrs. Gan Whitney Cowell (seated second from right, second row).

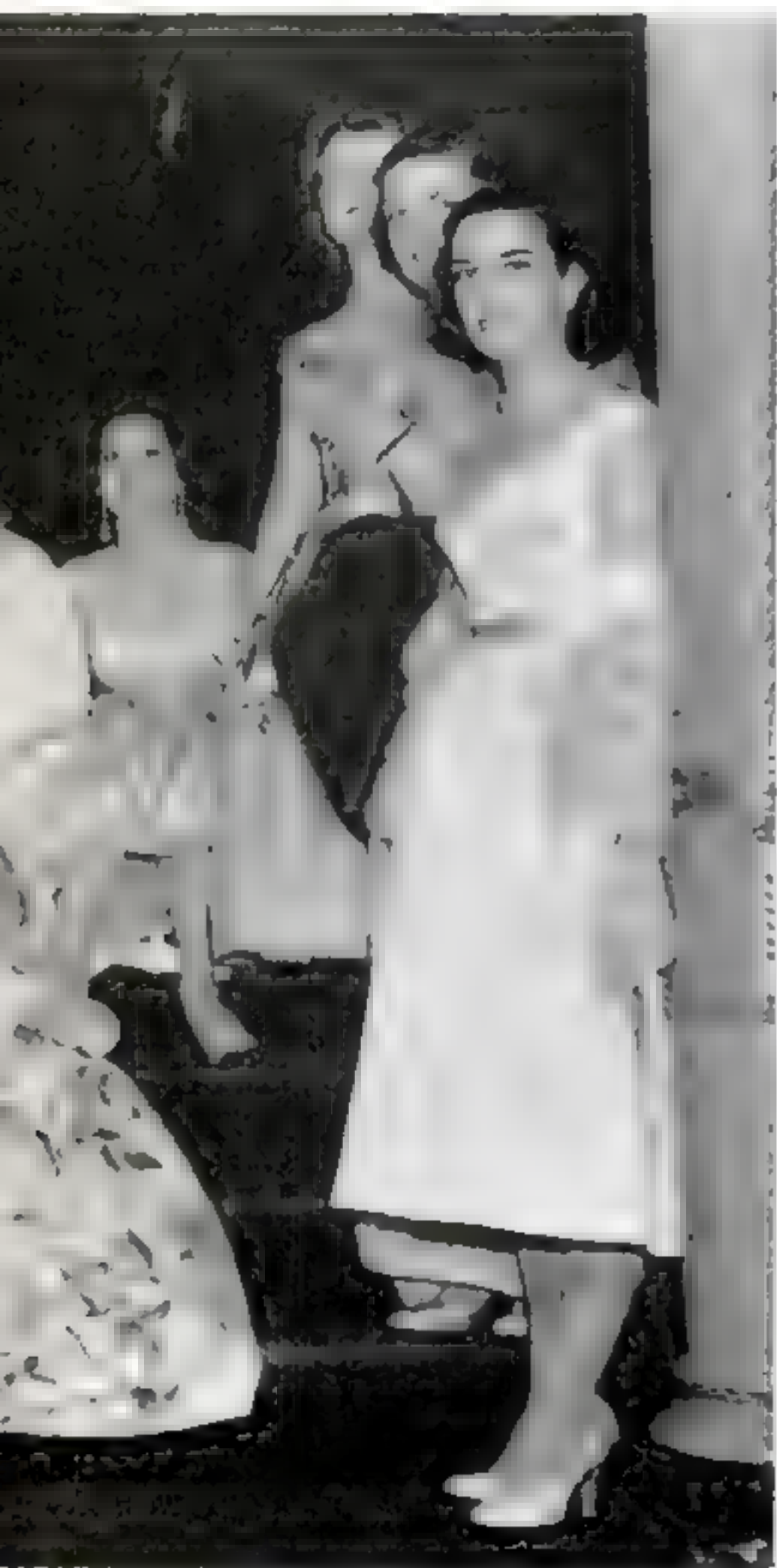


An actress in a painful role

Actress Signe Hasso backed into the perils of a career opening in Phoenix, Ariz. in *Separate Tables*, she fell against one of the tables and broke two ribs. She finished the week heavily taped, with a nurse in attendance and with the ordinarily routine business of making up (above) as a painful struggle.



GOOD WORKS



Veterans' ladies on a pilgrimage ↓

Some assembled members of the ladies' auxiliaries of the V. F. W. and other veterans' groups concluded a pilgrimage to the tomb of the Unknown Soldier by gathering for a picture. The ladies, who were convening in Washington, help support a variety of good works undertaken by the men's organizations.



Blue-grass belles raising money under a blue-sea sign

The most fashionable of all fund raising was the order of the night in Louisville where the Younger Women's Club held its annual ball. The theme

was "The Sea" which explains the Greek sea god's trident held by emcee Mr. William Graham Davis. The ball raised \$4,000 for three charities.



'Big Spike' builder from Texas

A pointed honor after unusual business success came to Mrs. Ruby Dickman, who has been a leading home builder in El Paso, Texas for 20 years. Standing beside one of her houses, she holds plaque and diamond pin given her a "Big Spike of the U.S." for work in National Association of Home Builders.



Provocative paddler from Cincinnati

Teacher Gayle Grauer of Cincinnati got into and out of trouble for her out-fashioned approach to discipline. She used a paddle on a pupil whose mother sued. But almost everybody was on Miss Grauer's side. Her students' paddle me totes shipped in to give her a party. The criminal charges were dropped.



A mother's sweet sixteenth on the house

In Mercy Hospital at Cedar Rapids, Iowa, Mrs. J. R. Bails held her new baby as Sister Mary Rega tore up her hospital bill. The baby, Paul, was the Bailses'

16th—eight boys and eight girls—and the hospital at which 13 others had been delivered decided it was time for Mrs. Bails to have one on the house.

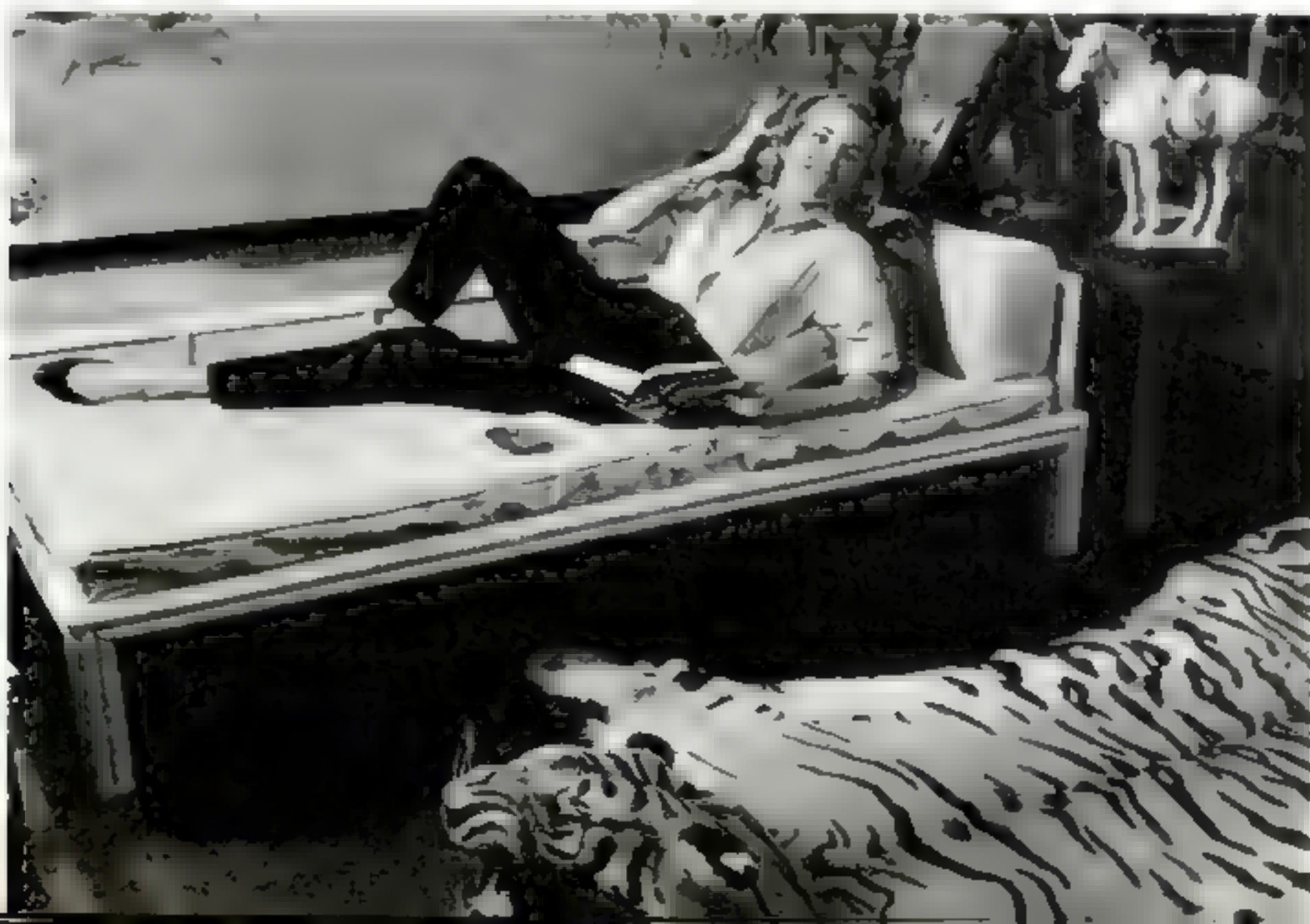


Bing's baby's mother-to-be

At Los Angeles City College, Kathy Crosby, 23, Bing's wife, told students and newsmen that she was registering for science courses to qualify for nurse's training. The next day she indicated that part of her training would be done at home when she announced that she and Bing, 33, are expecting.

Joan's rest from a sleepy spouse

In her San Marino, Calif. house Mrs. Joan Penniman stretched out on a couch after divorcing her second husband. Believed to be worth \$125 million, she was awarded \$100 a month to support her son. The languorous Mrs. Penniman's complaint: her husband stayed in bed till noon, refused to get a job.



VALENTINE CONTINUED

MATRIMONY, MOTHERHOOD



Rita's fifth, James's first

Once the "love goddess" for all America, Rita Hayworth, 39, assumed that role for a fifth husband, Film Producer James Hill, 41. Rita's impressive roster of previous husbands included oilman Ed Judson, the actor-genius Orson Welles, sportsman Aly Khan and Dick Haymes. It was Hill's first marriage.



'Peyton' Grace's change of place

In a New York hotel Grace Metalious, author of the success, *Peyton Place*, got a practice lift over the threshold from former disk jockey Thomas Martin. Grace said that her schoolteacher husband George "gave all his love to his students," and she took off for Mexico to get a divorce and marry Tom.



And who's the No. 1 new fiancée of the week? A Miss America, naturally

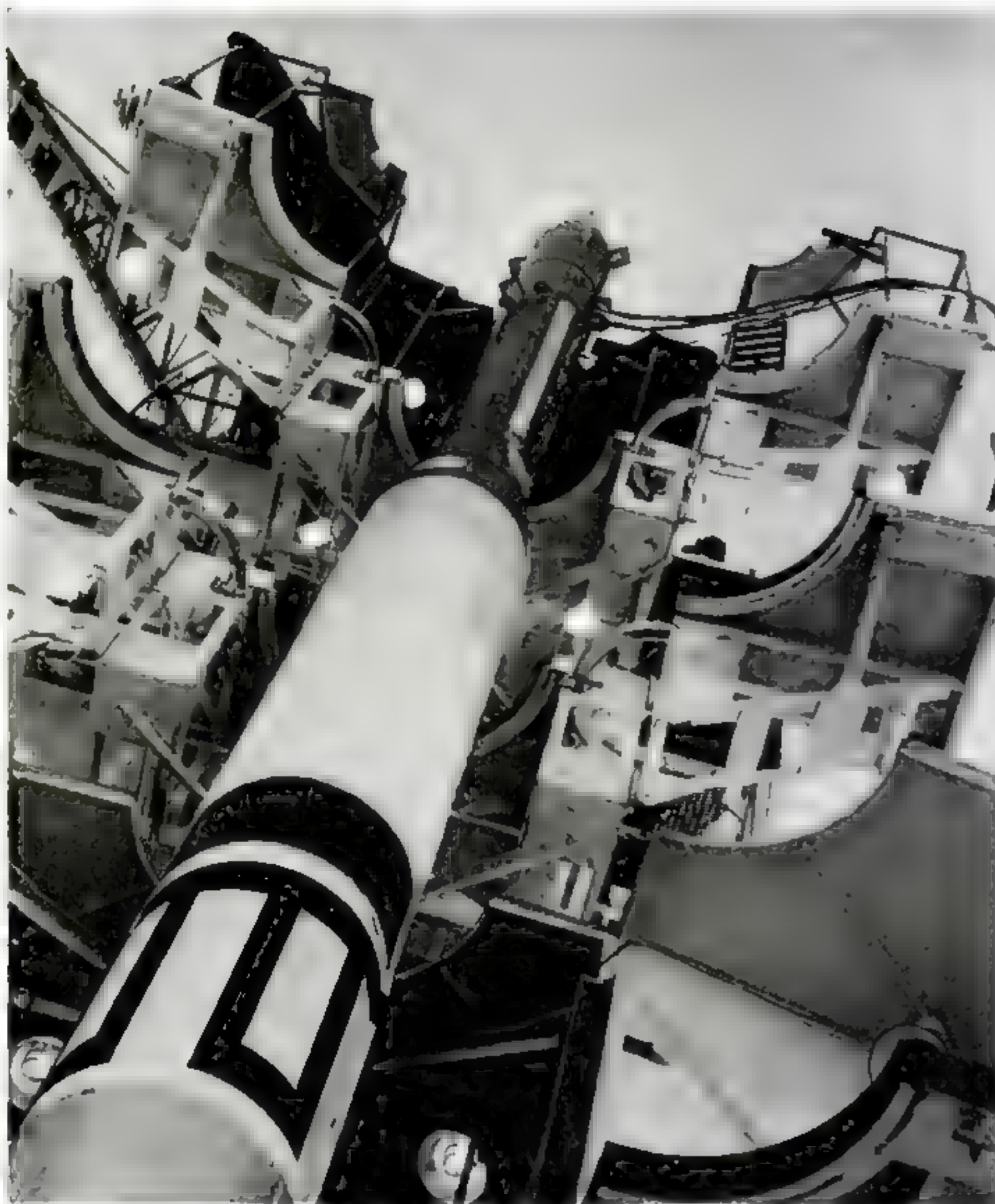
Lee Ann Merweather, who as Miss America of 1935 was in that year the nation's great symbol of single beauty, last week became the most bewitchingly pretty girl in the year 1938. She announced in Manhattan that she is engaged to

Frank Meier. Frank, 32, is in the cast of the Broadway musical, *Bells Are Ringing*. Lee Ann, 22, is studying drama and dance and does an occasional television role. They will be married in July in Lee Ann's home town of San Francisco.

THE VANGUARD

The Navy Vanguard missile initially designed to put an American satellite into orbit failed again in its second attempt last week. The color pictures on these pages show the spectacular rise and fall of the Vanguard rocket over Cape Canaveral, Fla. It was a scientific disappointment but a brilliant show.

The first Vanguard had barely moved off its launching pad (LIFE, Dec. 16). This time the rocket shot up whitely in the night for 57 seconds. Then at 22,000 feet a tiny wire failed to carry the auto pilot's correction signal to the guidance system. Uncontrolled, the powerful rocket slewed violently and snapped in two. From the ground a safety officer detonated the



BEING FUELED, Vanguard rocket gathers frost in band around tanks which have been brought down

to subzero temperatures by liquid oxygen load. The 72-foot rocket is held in eight-story-tall gantry.



BLASTING OFF, Vanguard rocket rises on brilliant ball of burning exhaust whose heat, striking water in

flame deflector below, generates clouds of steam. The structure to right is gantry rolled back for take-off



SUCCESSFUL LAUNCH of complete Vanguard is made for first time as it shoots up 240 feet in air.

FIZZLES AGAIN

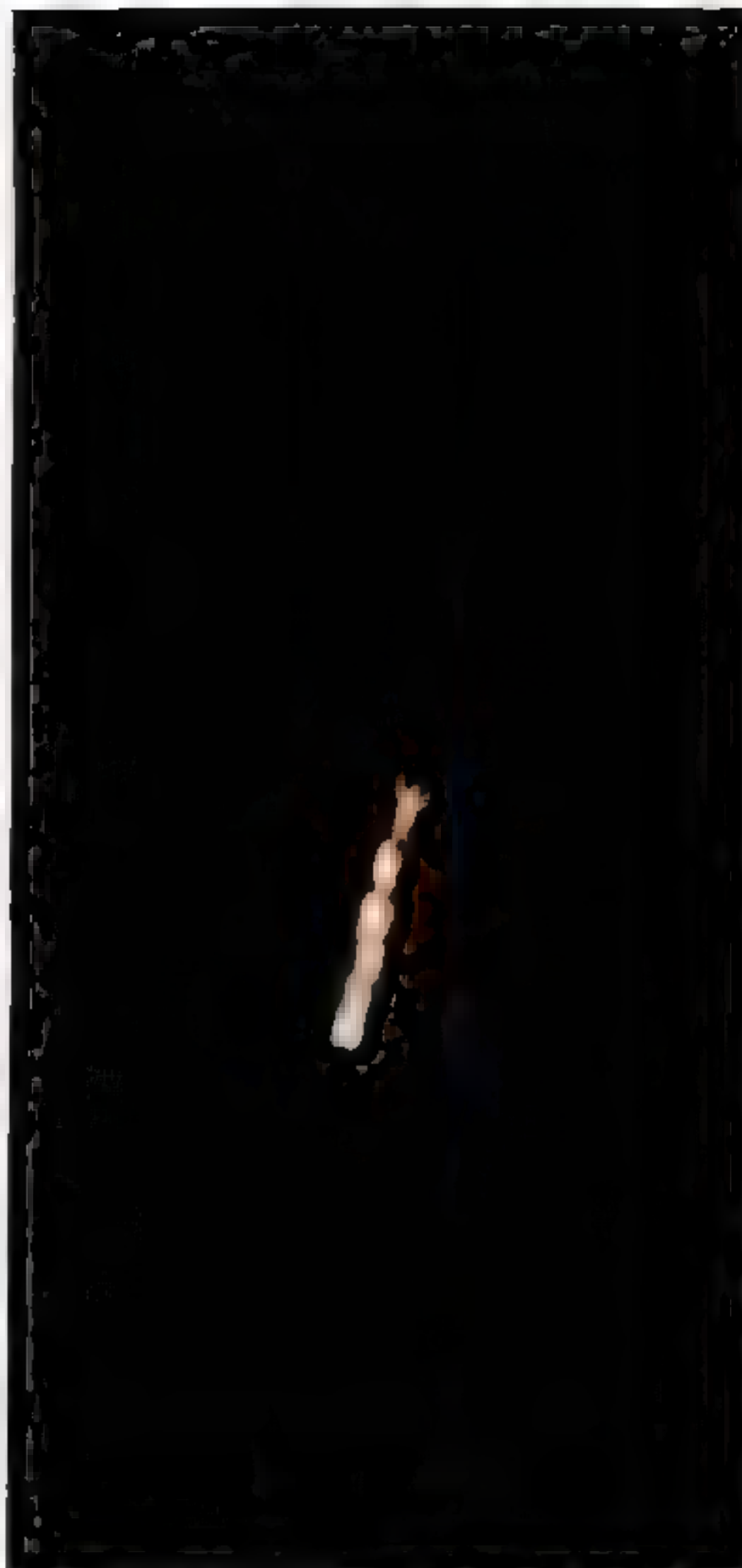
fuel tanks. Trailing sheets of fire, the wreckage plunged into the sea.

Now that the U.S. had Explorer in orbit (pp. 51-54), Vanguard's failure could be seen in calmer perspective. The rocket is of highly advanced design, which even the Army's Dr. Wernher von Braun praises as comparing to his Jupiter C as a jet compares to an old DC-3. With only one third of Jupiter C's power, Vanguard when perfected promises to do a satellite-launching job more efficient than Jupiter C's.

Immediately after last week's crash experts readied another Vanguard that might prove out the design. And by March, they thought, Vanguard might fling up a 20-inch satellite.

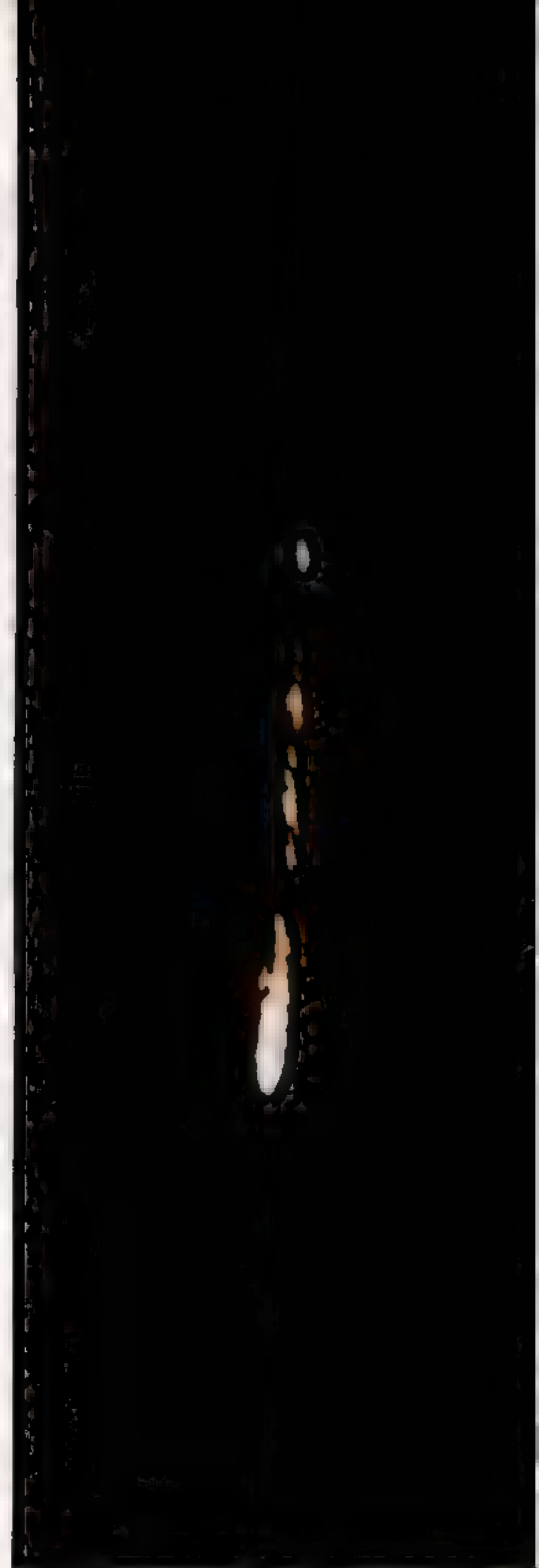


WOBBLING FLAME from engine of first stage shows pattern of violent swerving that snapped rocket in two.



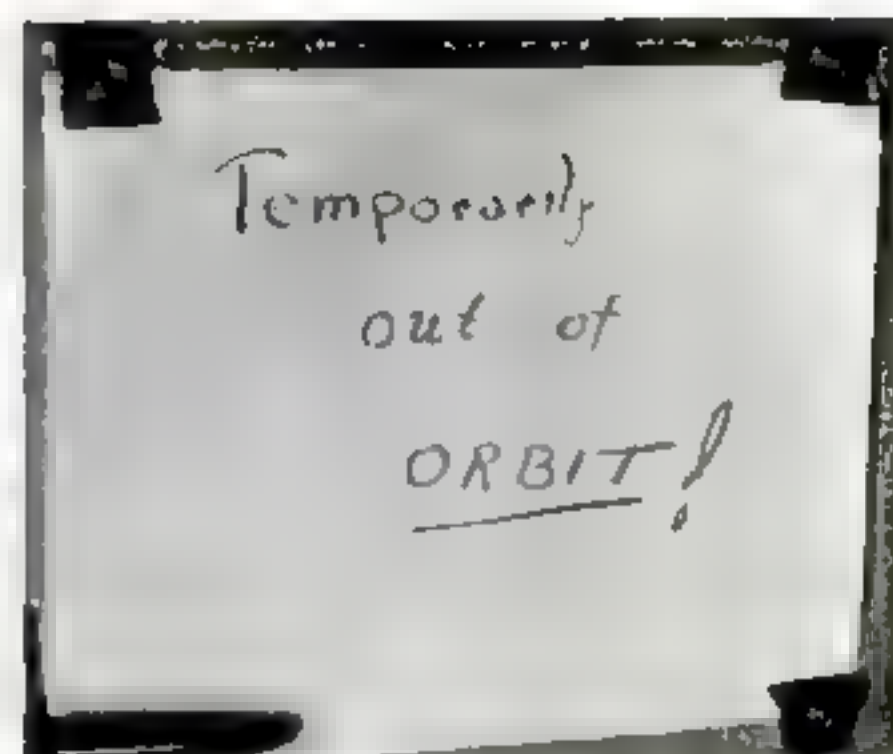
DOWNWARD PLUNGE after swerve finds the first stage propelled toward earth by its own rocket engine.

LAST GASP of falling rocket has burning fuel trailing upward from blasted tanks of plummeting first stage.



BEFORE FAILURE elated engineers in the Vanguard blockhouse watch first 10 seconds of flight

through window as the first stage engine lights up and thrusts the rocket powerfully into the air.



SIGN OF HOPE on blockhouse door expresses the Vanguard crew's confidence that they will succeed.

SCIENCE VS. CULTURE: A PHONY WAR

The urge to give more Americans a scientific education in a hurry has been almost sidetracked by the excessive combative zeal of the contestants—politicians, educators and local school boards. One school of thought, brandishing its slide rules and the President's billion-dollar science teaching aid program, holds that our educational problems can be solved by expanding the science courses in our schools at the expense of everything else—everything else being notably that body of literary, cultural and historical study known as the humanities. Against the slide-rule wavers are massed the books, speeches and anguished warnings of the humanities boys, ranging from new-fangled sociology instructors to old-fashioned Greek teachers. The integrity of the humanities, they contend, must at all costs be preserved. If science expands too much at their expense, the humanities—and by implication literacy and civilization—will be the sufferers.

All this battling is nonsense. It presupposes the continued existence of one branch of learning called science and another called humanities in separate, self-sealing compartments. In fact, it is the separateness and exclusiveness of these studies, almost as much as our real physical deficiencies in science teaching and laboratory space, that is the big trouble with U.S. education. If our schools' need for more and better science courses is clear, so is their need for more and better instruction in history, languages and literature. There is no choice to be made between science and the humanities. On the contrary, our problem is to relate them intelligently and intelligibly to each other.

We won't learn anything from the Russians on this score. A gross overspecialization is at once the inevitable product of Communism's martial education and its defect. But we can learn a lot from an all but unnoticed proposal of an American teacher, which appeared in *Science* last April, long before the Sputnik scare started threatening unemployment among our few surviving Latin professors. The author, the late Joseph Gallant, headed the department of English at Theodore Roosevelt High School in New York City.

Our educational problem, as Gallant saw it, is that science and the humanities are taught without regard for each other. "The most conspicuous aspect of our civilization today," he wrote, "is the pervasive and ramifying impact of science in every department of life, from household management to warfare. Yet, it is curious to observe how little, relatively, the scientific outlook has permeated our cultural life."

As late as a century ago the study of "literature" embraced

works which included natural history, philosophy, art criticism and pure science, e.g., Sir Isaac Newton and Robert Boyle. But by the end of the 19th Century, as science grew more complicated, it lapsed into its own specialized language, making little effort to reach the layman. Concurrently, the "art for art's sake" school began self-consciously concentrating on the *shape* of literature rather than what it said, on the metaphor instead of the meaning.

The result is that several generations have been brought up to think of "literature" as a novel, an essay or a poem, and science as something you can only study in the laboratory (if you want to make the effort). In other ages scientific discovery deeply affected the literature of its time, from Alexander Pope through Emerson and Whitman. In our own time, although the discoveries of science have built a new dimension to man's imagination, they have hardly been deemed worthy of "literary" comment. Our culture is still "prescientific." When Rachel Carson's *The Sea Around Us* came out in 1951, it startled the critics precisely because it combined good science and good literature.

Gallant wanted to let science back into literature, and teach it correspondingly more widely in the high schools. The lack of advanced courses and lab equipment should not stop U.S. high schools from putting on their literary reading lists recognized works of popular, yet authoritative literature in fields like anthropology, astronomy or geology. Such works are increasingly available, e.g., Fred Hoyle's *The Nature of the Universe*, C. W. Ceram's *Gods, Graves and Scholars*, Lincoln Barnett's *The Universe and Dr. Einstein*—and they often get on the best-seller lists. There is no reason why they should not be the subjects of high school book reports (where these old-fashioned writing exercises are still required) of equal importance at least with once contemporary documents like Burke's speech on "Conciliation with the Colonies."

Gallant would include more attention to science in art and history courses. All this new emphasis he felt could give students a feeling for the scope of science, which would stay with them through the often discouraging detail work of laboratory classes. It would also acquaint those who would later go into other fields with the factor that is molding their civilization. By putting science into "our everyday attitudes and dealings" we would solve the problem of student interest early in the game. As he put it, "Students must be attracted to the study of sciences, not *after* they are enrolled in science courses in the colleges, but *before*."

THREE MARTYRS TO THOUGHT

Three harmless old men were sent to jail in Yugoslavia last week. They will probably die there as a bloody warning, to the country's 17 million other non-Communists, of the perils of free speech. The names of these martyrs are Aleksandar Pavlovic, Bogdan Krekic and Dr. Milan Zujovic. They deserve to be remembered in the annals of freedom.

The three, two of them eminent Socialists, were accused of plotting to overthrow Tito's government. Zujovic repudiated his forced confession; a key government witness repudiated his own testimony; and the prosecution had to rely on an unpublished book by Krekic. Like *The New Class* by Milovan Djilas (who is also still in jail), Krekic's book describes Tito's Communism as despotic rule by "a new aristocracy." It contains no action program and the three defendants denied having any. It was a clear case of free thought and discussion.

Only a few months ago there were signs of a doctrinal

flirtation between Titoists and Western Socialists. As Vienna's leading Socialist paper put it last week, "There was the illusion of hope that Yugoslav Communists would dare to find a way out of the deadlock of dictatorship. . . . All this is over now. Djilas' sentence proved that Yugoslav Communism is petrified and is not capable of real discussion. The sentencing of the old Socialists proves it fears even mere thoughts."

When Tito's friends here try to persuade U.S. liberals that Yugoslav Communism is "different," let this trial be remembered; and with it the Portia-like defense attorney, Mrs. Ljubica Popovic. Her alert and courageous efforts did not save the old men, but she succeeded in summing up the issue aloud in a Communist court. "Thought cannot be held anticonstitutional in any court in the world," said Mrs. Popovic. Her words should ring through the courts of the world until they become true.



FORD PRESENTS

THE NEW 4-PASSENGER

THUNDERBIRD

AMERICA'S MOST INDIVIDUAL CAR

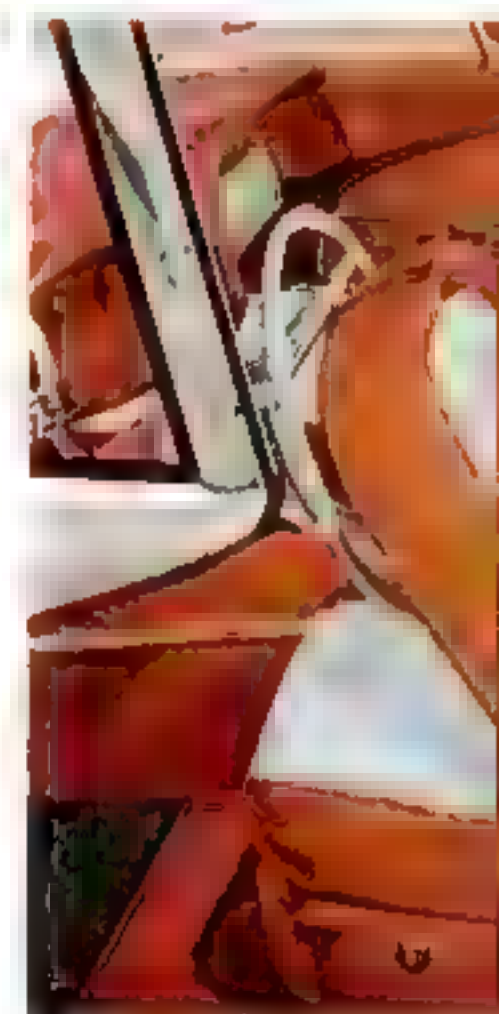


Brilliant new version of

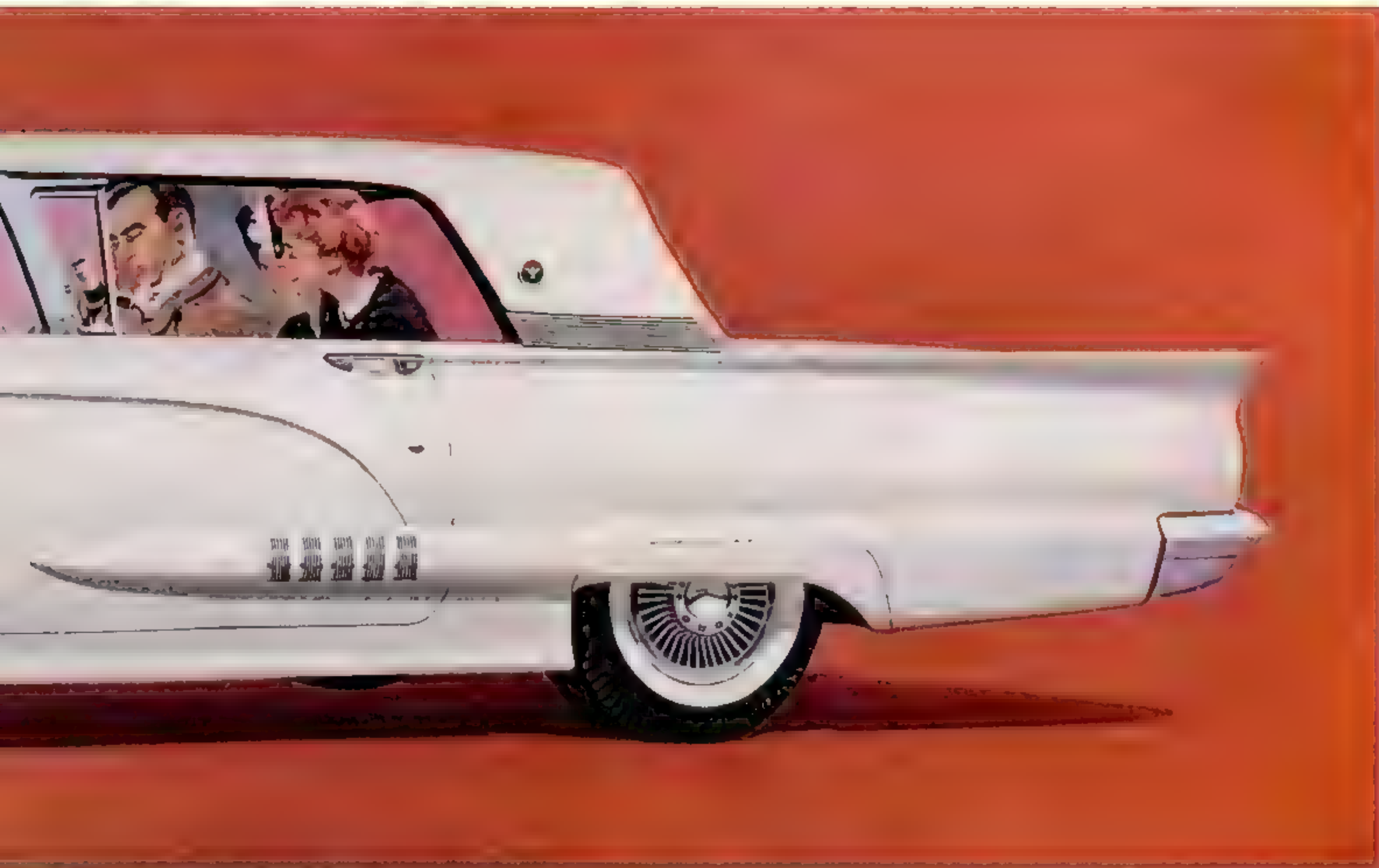
THU



*Another first from Ford — a jewel
of a car that's pure Thunderbird in design,
spirit and performance...with full fine-car
room, comfort and luxury for four*



Ford's great American classic...the 4-passenger
THUNDERBIRD



In the 1958 Thunderbird, Ford has created a wholly new size and type of fine car. It gives you Thunderbird compactness, Thunderbird handling and traditional Thunderbird performance—yet, miraculously, it now gives you full fine-car room and comfort for *four* people! It brings you interior appointments that are unbelievably imaginative and luxurious. Now, happily, you can share your Thunderbird thrills with deserving friends. Now it's *twice the fun* to own the car that became an American classic the very day it was introduced. For details about America's most excitingly different car,

turn the page, please

FORD THUNDERBIRD '58

All this... at a price far below that of other luxury cars!

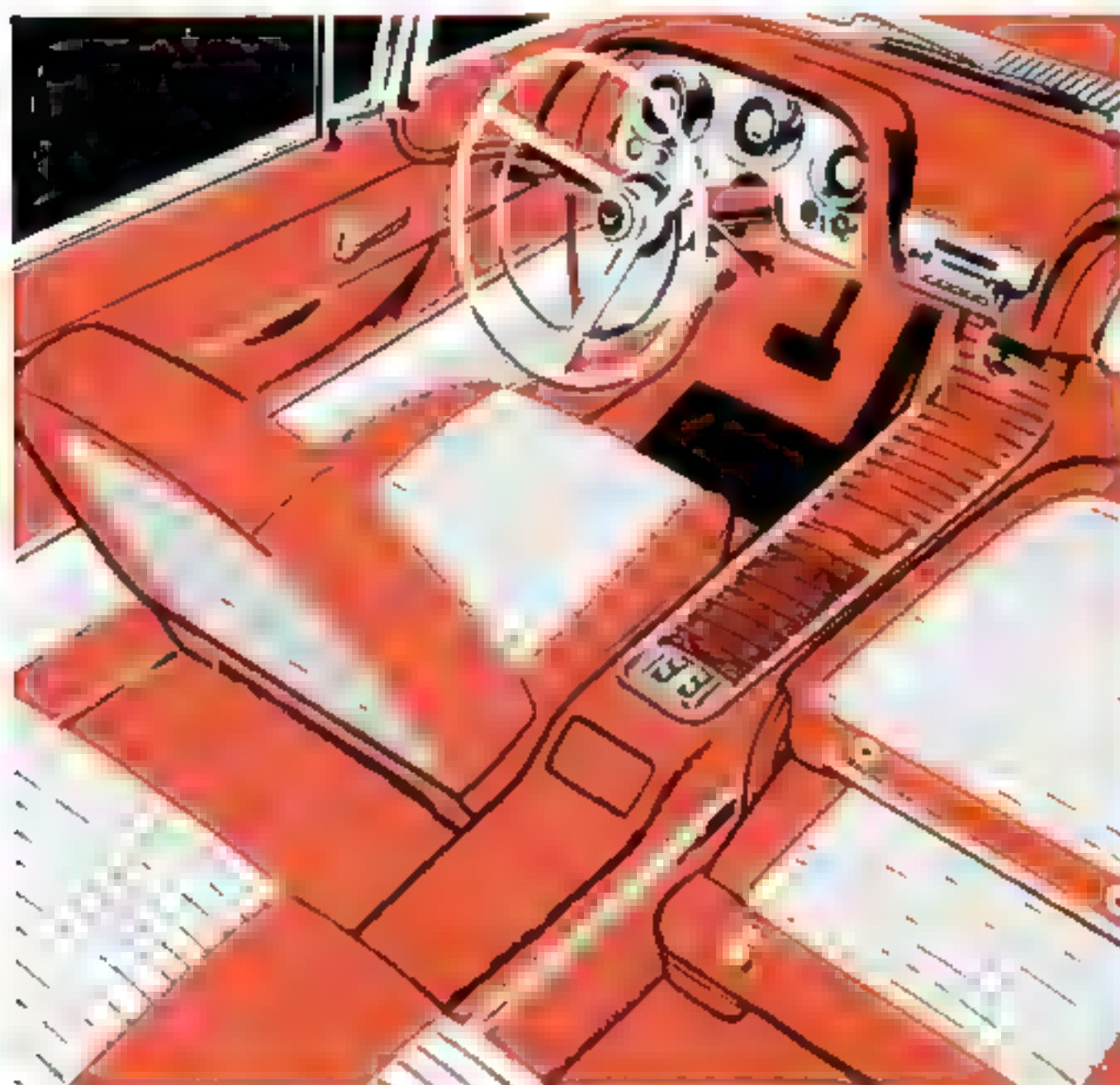


The brilliant new 4-passenger Thunderbird stands only slightly larger than the raciest car built. It handles and parks like a dream.

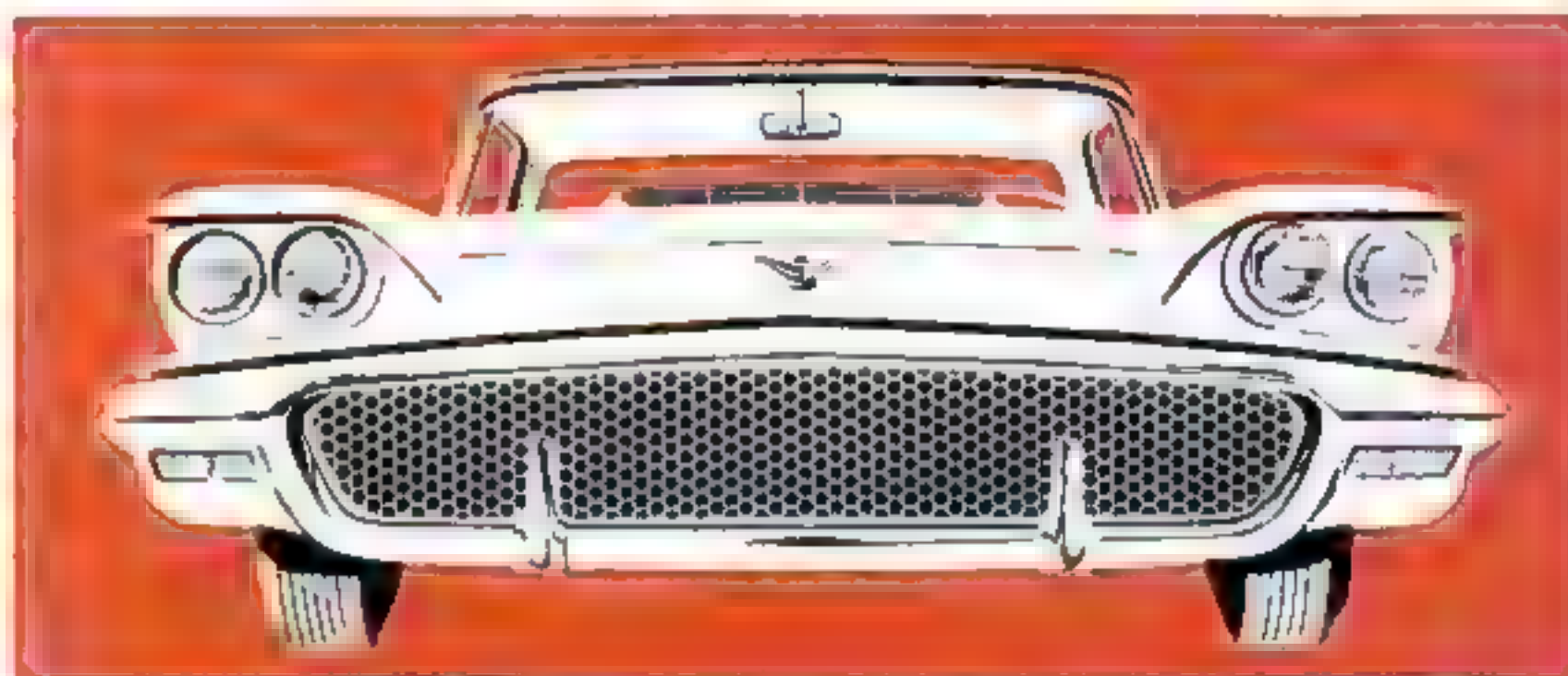
There's enough leg and head room to seat four varsity crewmen in lap-of-luxury comfort. Exceptionally wide doors allow you to step in or out with ease and grace. And with the all-new 300-h.p. Thunderbird 352 Special

V-8 Engine you get all the lively response and performance that you've previously associated with the Thunderbird.

By any standards, here is an automotive jewel, the very essence of modern good taste. Visit your Ford Dealer at your earliest convenience. Let him tell you all about this excitingly different car.



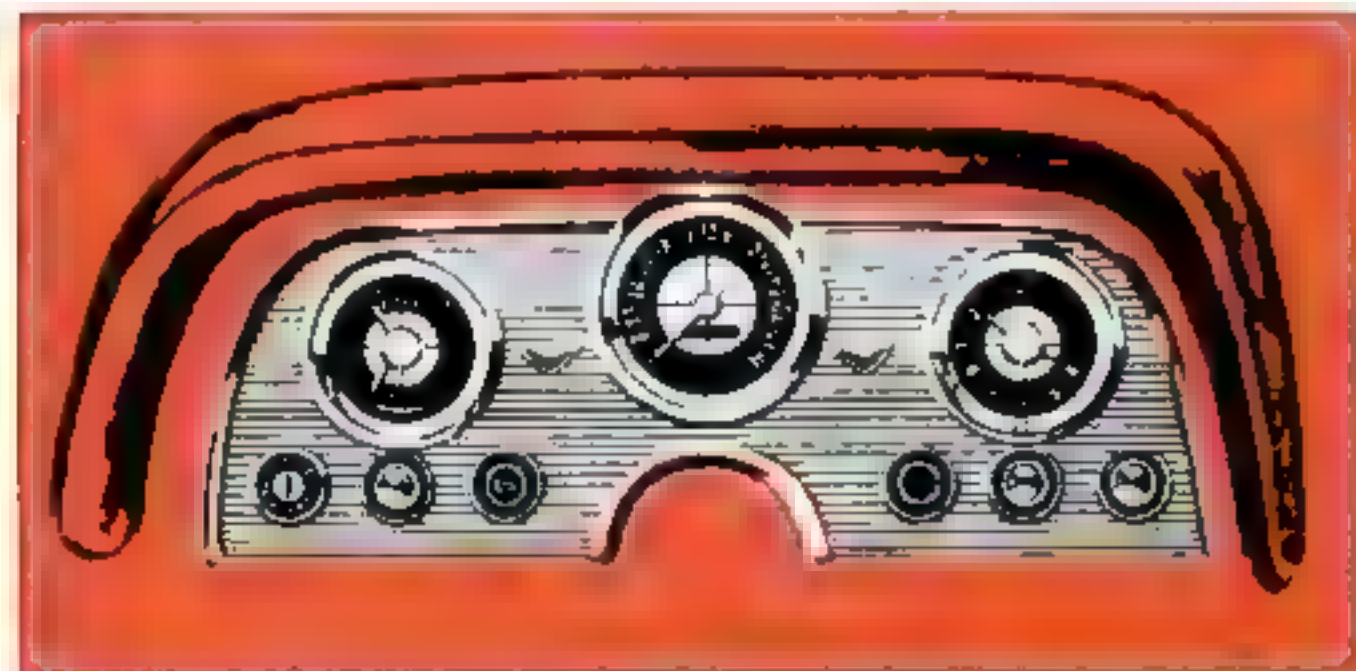
Exclusive "Panel Console" sets new standards of convenience. The console table, rising from the floor and running fore and aft, contains heater control, ash trays, radio speaker, and power-window controls within reach of all four passengers. The 1958 Thunderbird abounds in luxury and comfort still unimaginable in cars of greater length and bulk.



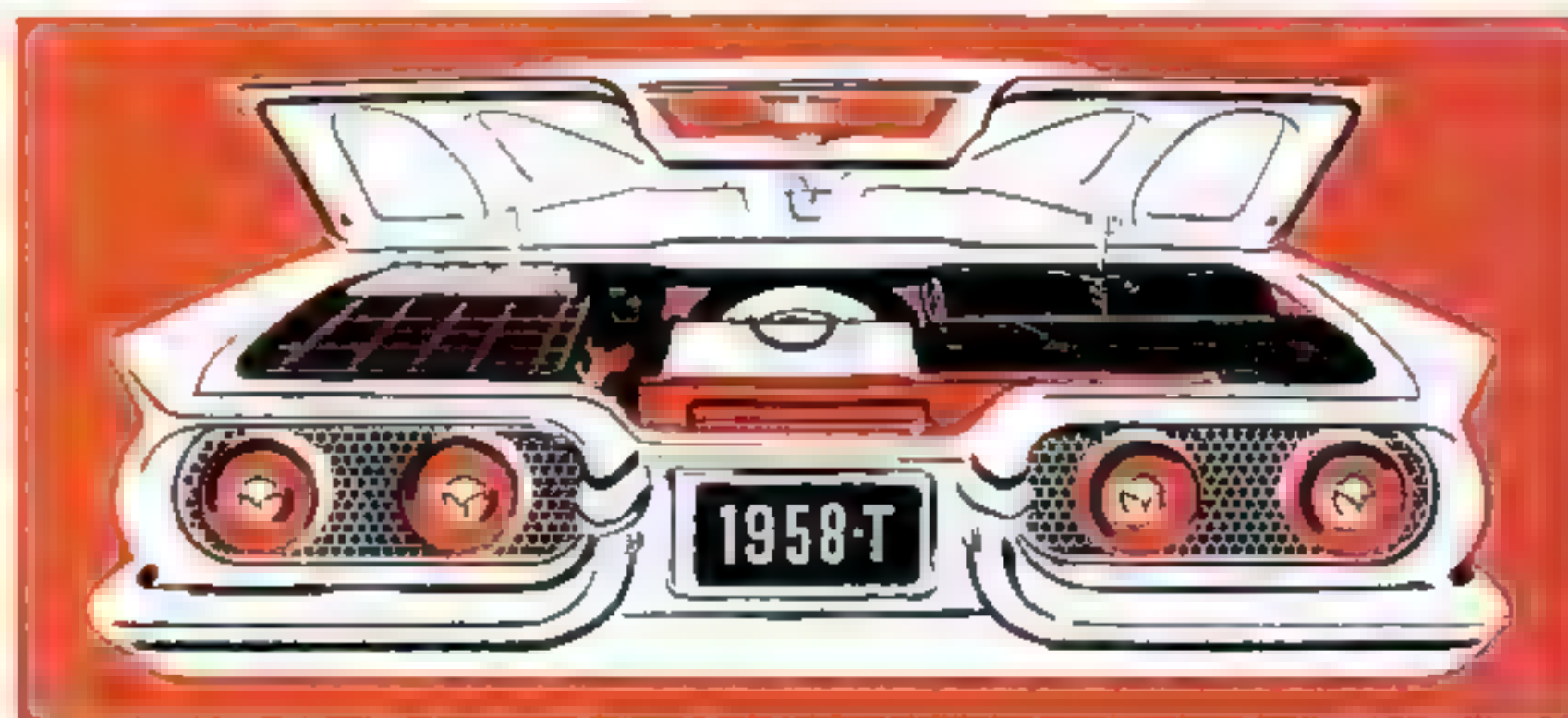
Thunderbird's single-unit body creates extra space! Top, body and frame are all molded into one single piece of sculptured steel. This advanced design adds roominess, strength and safety to the new 4-passenger Thunderbird.



Only 52.5 inches high—with every line a line of distinction. The silhouette is low, the graceful lines are distinctively long and crisp. Yet the Thunderbird provides luxurious head, shoulder and leg room in all four seats.



Brilliant new instrument panel with unmistakable sports car personality, safety padding and deeply recessed control cluster. *Special feature:* inner surface of glove box door is ingeniously designed to serve as a convenient service tray.



More room than you need! Completely redesigned trunk compartment of the Thunderbird gives you over 20 cubic feet of space plus spare—more than enough room to carry the average family of four's luggage on a cross-country tour. You can take four suitcases, two golf bags, plenty of other gear.

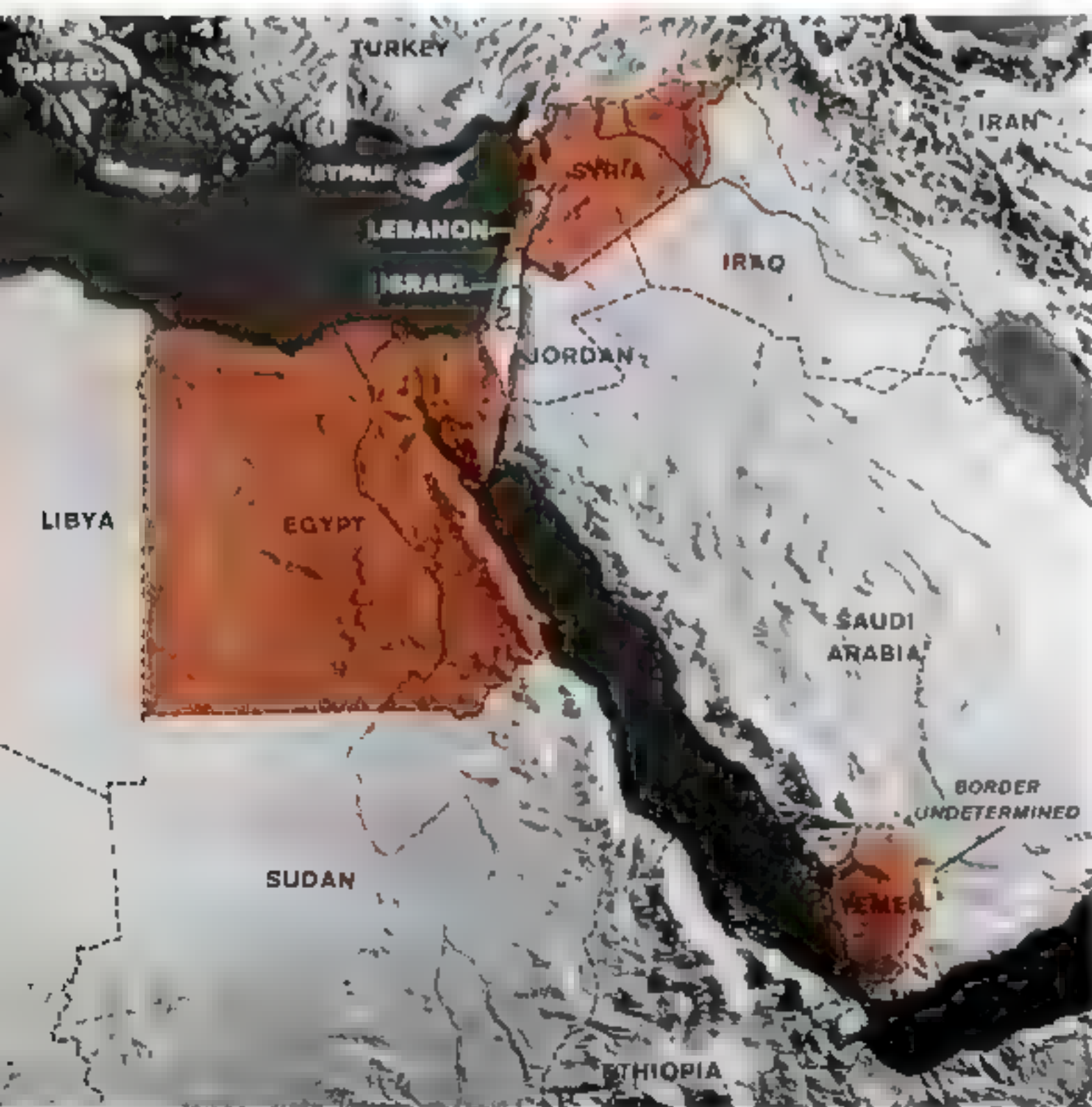
ANOTHER FIRST FROM FORD



SURROUNDED BY CHEERING EGYPTIANS, NASSER AND KUWATLY PASS THROUGH DECORATED CAIRO STREETS AFTER PROCLAMATION OF NEW ARAB REPUBLIC

A NEW STATE FOUNDED UPON AN ARAB DREAM

Political merger of Egypt and Syria makes strong man Nasser near-absolute boss of both countries



SCATTERED "REPUBLIC" has 110 miles of alien lands separating closest points of Syria and Egypt. Third potential member, Yemen, is 650 miles south.

CELEBRATION OF UNION in Abdin Palace in Cairo finds Kuwatly (left) and Nasser standing for the playing of both Syrian and Egyptian national anthems.

Presidents Nasser of Egypt and Kuwatly of Syria, taking the cheers of a Cairo throng, last week bore witness to a dramatic step toward fulfillment of a fervent Arab dream. Egypt and Syria had joined in one state. This new "United Arab Republic," its founders hoped, could be the nucleus of a real Arab nation in an Arab world Nasser has said spans from the Atlantic to the Persian Gulf. A united Arab nation has long been urged but always undermined by the suspicious rift in Arab politics. Proclamation of the republic, signed in Cairo by the presidents, invited other Arab states to join. Distant Yemen (*map, left*) promptly showed interest.

The fusion was a spectacular triumph for Egypt's strong man Nasser. His Egyptian officers would command the military. Ambassadors would be stationed only in Cairo. There would be a single parliament, he would choose it almost singlehandedly and it would sit in Cairo. And he would be president; nominated by Kuwatly in fulsome terms, Nasser was the only candidate, needing only the confirmation of a plebiscite on Feb. 21.



CONTINUED



SYRIAN REACTION in parade for union is caricature depicting Israel almost in clutch of Syrian and

Egyptian hands. Slogan on float, made by Palestine refugees, says to Israel "Where can you flee to?"



POTENTIAL PARTNER, Yemen's Crown Prince el Badr, chats with Nasser in Yemen's joining union.

PROBLEMS AND PRESSURES FOR THE UNION AND ITS NEIGHBORS

For the outside world the sudden and seemingly impulsive merger posed many mysteries. Among the union's neighbors, Israel got early warning that it could mean uncomfortable pressures (*taboo*). Yet another kind of pressure—to join up—might be expected on weak Jordan, whose territory separates the two original partners. Westerners were disturbed by Syria's abdication of power in Nasser's favor—annexation, one called it. Others hoped union might bring stability to an on-stable area. "It's usually easier to deal with strength; weakness breeds fear and suspicion."

a Western diplomat said to LIFE's Correspondent John Meeklin in Cairo.

Since both nations are anti-West and are arms customers of Russia, there was fear of a deal made in Moscow. But there were signs Syrians had pressed an originally hesitant Nasser to make the deal to save their country from local Communism. The new constitution will prohibit all parties as such and Nasser has been tough on home-grown Egyptian Reds. It was perhaps significant that Syria's top Communist, parliament deputy Khaled Bakdash, reportedly has gone to Moscow, taking his family.

YEMEN CROWN PRINCE RISES IN BALCONY OF EGYPTIAN NATIONAL ASSEMBLY TO ACKNOWLEDGE APPLAUSE AS SPECIAL GUEST AT SESSION ENDORSING UNION





Engineer with a tough hair problem

Chemical Engineer Al Judson of Houston, Tex., spends the day trouble-shooting at the world's largest sulphuric-acid plant. It gets hot under his heat and sun, wind, steam really mess up his hair.

He licks it with Vitalis

Vitalis keeps Al's hair looking neat and well-behaved when he's back at the lab—or out in public. His hair never has a greasy look because Vitalis grooms with greaseless V-7.



New greaseless way to keep your hair neat all day...and prevent dryness

Whether your hair takes a beating from the great outdoors or morning showers, you, too, will like the way new Vitalis keeps it in condition. Along with greaseless V-7, Vitalis blends refreshing alcohol and other ingredients to give you wonderful protection against dry hair and scalp. Use Vitalis every morning to prevent dryness, keep your hair neat all day the greaseless way.



Does your husband use a greasy tonic that stains pillowcases like this?



Greaseless Vitalis leaves pillowcases clean—like this.

SEE THE DIFFERENCE

New VITALIS® Hair Tonic with V-7®

ANOTHER FINE PRODUCT OF BRISTOL-MYERS



A LOOK AT THE WORLD'S WEEK



RECESSION'S REMINDER OF DEPRESSION

Breadlines common during the Depression, reappeared in Memphis, Tenn., last week where 10,000 families of the nation's four million unemployed people were receiving free foods. Mostly farm laborers, hit by 1957 crop disasters and seasonal layoffs, they were given cheese, milk, rice, and other Federal surplus supplies. To qualify for the food relief they had to sign a statement saying that they made less than \$15 a week.



PUNISHMENT FITTING THE CRIME

A punishment fitting the crime found three young boys in Seattle busy pumping up automobile tires. A patrolman and the father of one of the boys made them do it after they let the air out of tires on 40 cars and trucks. When the boys pumped 16 tires, the father rented a power pump.

← AT LAST, A TOP SPACEMAN FOR U.S.

The long-awaited top American spaceman was appointed last week. He is Roy Johnson, 52, a vice president and management expert for General Electric. Defense Secretary McElroy appointed Johnson to take over on April 1 the coordination of U.S. space and anti-missile programs.





Exciting party dress by Hubert de Givenchy. One of series created by noted designers for Mennen.

To Every Lady-in-Waiting

Tell your baby "I love you"

with loving care

Everything you do for your baby will make that helpless little stranger feel loved, if you remember to relax! With your doctor only a phone call away . . . and with Mennen Baby Magic at your fingertips . . . you can!

Mennen Baby Magic, used before diapering, forms an invisible "bodyguard" that stops diaper rash before it begins . . . actually destroys the bacteria that cause common skin infections.

Ask your doctor about this protective pink lotion used in so many leading hospitals . . . Mennen Baby Magic.



BABY MAGIC is non-greasy. Use it before diapering to stop diaper rash; all-over to stop chafing. Giant size, \$1; squeeze bottle, 60¢.

ANTI-CHAFING POWDER is a special formula; resists moisture—clings longer. 33¢ and 59¢.

BABY CLEANSING OIL cleanses the diaper area without harsh rubbing. Use it regularly. 53¢ and \$1.

ALL TAX FREE

for
babies
it's



Mennen

Join Canada Dry's Golden Annivers

We'll treat
everyone in the U. S. A.
to a **FREE** big bottle
of Canada Dry,
the Champagne of
Ginger Ales.



Here's how to enjoy
a treat on us:

Return 3 special Golden
Canada Dry Caps (like one
shown below) and your
name and address to Gold-
en Celebration, Box #18,
N. Y. 46, N. Y. We'll send
you 30¢ in cash. One refund
to a family. This offer
limited to U. S. A. only
and expires April 30, 1958.



ary Celebration!

Enjoy a FREE big family-size bottle of Ginger Ale!

We're pleased you've made Canada Dry the largest-selling ginger ale in America . . . (it's the biggest seller in all the world too!). So-ooo . . . we want you to enjoy our Golden Anniversary Celebration with us.

Send us 3 Golden Anniversary caps and we'll send you 30¢ by return mail.



Have a ball...have a party.

This ginger ale is light . . . dry, not filling. The completely thirst-quenching quality mixes well too! It keeps growing youngsters mentally alert, physically alive, perks 'em up in 12 seconds flat. Will not disturb mealtime schedules, it's so quickly, easily digested.

Try these 6 other Sparkling Canada Dry Beverages today.



True Fruit Cherry



Old Fashioned Root Beer



Tangy, Tropical Grapefruit



Luscious True Fruit Orange



Hi-Spot Lemon Soda



Sparkling Club Soda



Wesson Oil

takes the smoke out of frying!



SOLID SHORTENINGS SMOKE BECAUSE they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE BECAUSE it is *all* shortening in its purest form—nothing added. Wesson is so clear and brilliant, so light in body, it sparkles as it pours. No other oil as fresh, as pure and as light.



Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Digestible frying—more safely prepared than with costliest solid shortenings

Easier and thrifty—Wesson's the shortening you pour and can use again and again

New idea! Chicken coated with Aunt Jemima Pancake Mix

Next time you fry chicken, try this trick for a most beautiful brown, fluffy crisp crust that forms quickly—keeps chicken tenderly moist inside. Put Aunt Jemima Pancake Mix, salt and pepper in a papersack, add chicken and shake well. Brown in Wesson Oil over medium heat. Reduce heat, cover and cook till tender.





TRACKER OF THE EXPLORER is the largest radio telescope in the world (seen here through the window of its control room) near Manchester, England. The

telescope is 215 feet high and its 250-foot-diameter antenna bowl would hold 3,000 people. The telescope has also been used to track both Soviet satellites.

EXPLORER'S NEWS FROM SPACE

Scientist who planned the satellite instruments tells what they tell

Professor James A. Van Allen, a University of Iowa physicist, had a leading part in designing the instrument package of the U. S. satellite Explorer. He has also supervised the development of the Aerobee research rocket and devised the "rockoon" technique for launching rockets from balloons. Today he heads a committee for the International Geophysical Year program, which the information furnished by Explorer is serving.

by JAMES A. VAN ALLEN

The first U. S. earth satellite is painting a broad and deep stripe of knowledge, 4,700 miles wide and 1,400 miles thick, around the waist of the world. As Explorer crisscrosses that corridor in space, it is increasing our understanding of our astronomical environment, of the outer atmosphere and of the earth itself.

In the two weeks since our satellite was launched, reports have been flowing in from every part of the globe. Explorer is making possible the most comprehensive survey ever undertaken of cosmic ray intensity in outer space. The earth's bulge at the equator is being measured more precisely than ever before. Through Explorer we are learning more about the earth's magnetic field, more about the amount of meteoric dust in space and more about the density of the atmosphere at various

altitudes. The satellite also is transmitting valuable data about its own temperature.

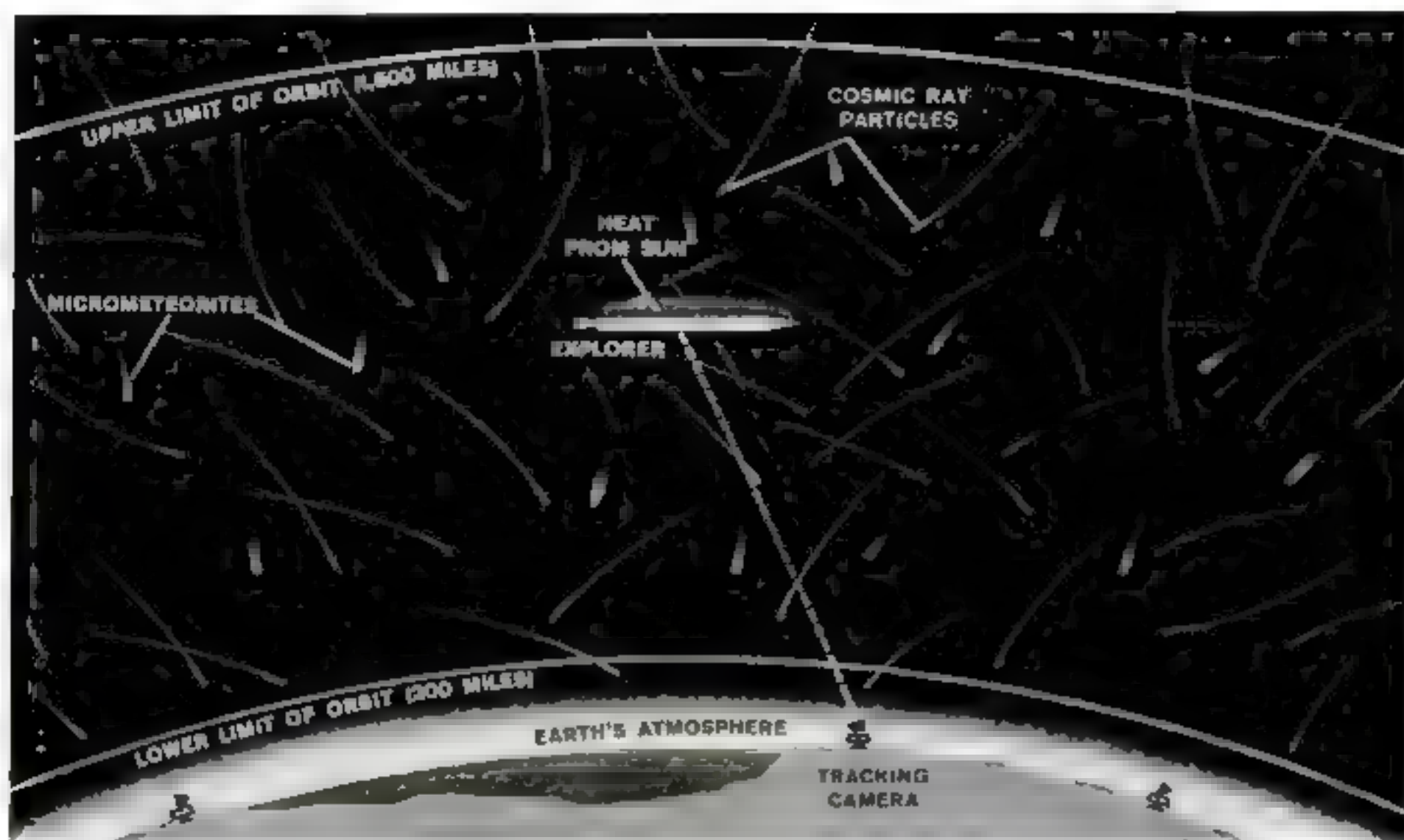
Some of this information is obtained by ground observation. The shape of the earth, for example, is indicated by changes in the satellite's orbit as it is bent by the earth's gravitational field. But most of the data is being radioed back to scientists on the ground by an ingenious apparatus assembled in final form by the staff of the Jet Propulsion Laboratory of the California Institute of Technology.

The satellite contains two tiny radio transmitters operated by special batteries which are about the size of flashlight batteries. One of the transmitters is high-powered but short-lived—it should be about dead by the time you read this. The other transmitter is weaker but has a life expectancy of two months. Each is sending back to earth information about cosmic ray intensity, meteoric dust and the satellite's temperature. The radio signal from the first transmitter, which is the sound picked up by amateur radio operators, has been monitored by 10 official "minitrack" receiving stations set up around the world by the Navy's Project Vanguard. The weaker signal can be picked up properly only by five specially equipped "microlink" stations established at widely distant locations by the Jet Propulsion Laboratory.



AUTHOR VAN ALLEN sits between a model of the Jupiter C (left) and a full-sized model of satellite.

CONTINUED



EXPLORER'S ENVIRONMENT is marked by cosmic ray particles, micrometeorites and sunlight that affect satellite's internal and surface temperatures.

Explorer CONTINUED

and by a few other costly receiving stations. The information is transmitted and decoded in the following way:

Both transmitters in the satellite receive information simultaneously from several instrument sources. Each of these instrument "channels" of information is transmitted as a musical tone, but the tones are mixed together to create a single dissonant chord, not unlike the mixed voices of an inexperienced barbershop quartet. This mixed tone is recorded on the ground, and the "voices" are separated electronically so each message can be decoded.

Each voice has an information code of its own. To get cosmic ray information a Geiger counter is mounted in the satellite. Every time a charged cosmic particle passes through the counter, it creates a tiny electrical impulse. This impulse is passed along to an electronic

instrument which is sending out a steady signal tone over the radio. As soon as 16 such impulses have been received, indicating that 16 cosmic particles have passed through the Geiger counter, the signal tone drops sharply. As soon as another 16 impulses have been received, the tone returns to normal. By timing these tone changes and relating them to the satellite's location, we are able to chart the intensity of cosmic rays at a given point in space. Ultimately we will have a chart for virtually all of the space over the Equator from 200 to 1,600 miles high.

A similar process enables us to receive data on micrometeorites and temperature.

Micrometeorites, grains of meteoric dust of microscopic size, are believed to be the debris left over from the creation of the solar system. To measure the size and quantity of these dust particles Explorer carries two sensing devices. The one whose information is transmitted by the higher-powered radio is a simple microphone against which the dust particles patter like rain on a tin roof. After four such impacts an electrical pulse is produced which changes the tone of one of the voices being broadcast by the radio transmitter. The low-powered transmitter broadcasts micrometeorite data received from a set of 11 gauges which encircle the tubular shell of the satellite near its tail. Each gauge consists of a small card wrapped with fine wire which carries an electrical current. All 11 of these coils are connected in parallel, like a string of Christmas tree lights which remain lighted even when one goes out. When a micrometeorite of sufficient size and velocity hits one of the coils, it breaks the wire, thus knocking that coil out of the circuit and diminishing the electric current. As the current diminishes, it changes the tone of the radio signal, thus giving ground researchers a record of each micrometeorite of any size that strikes the gauges.

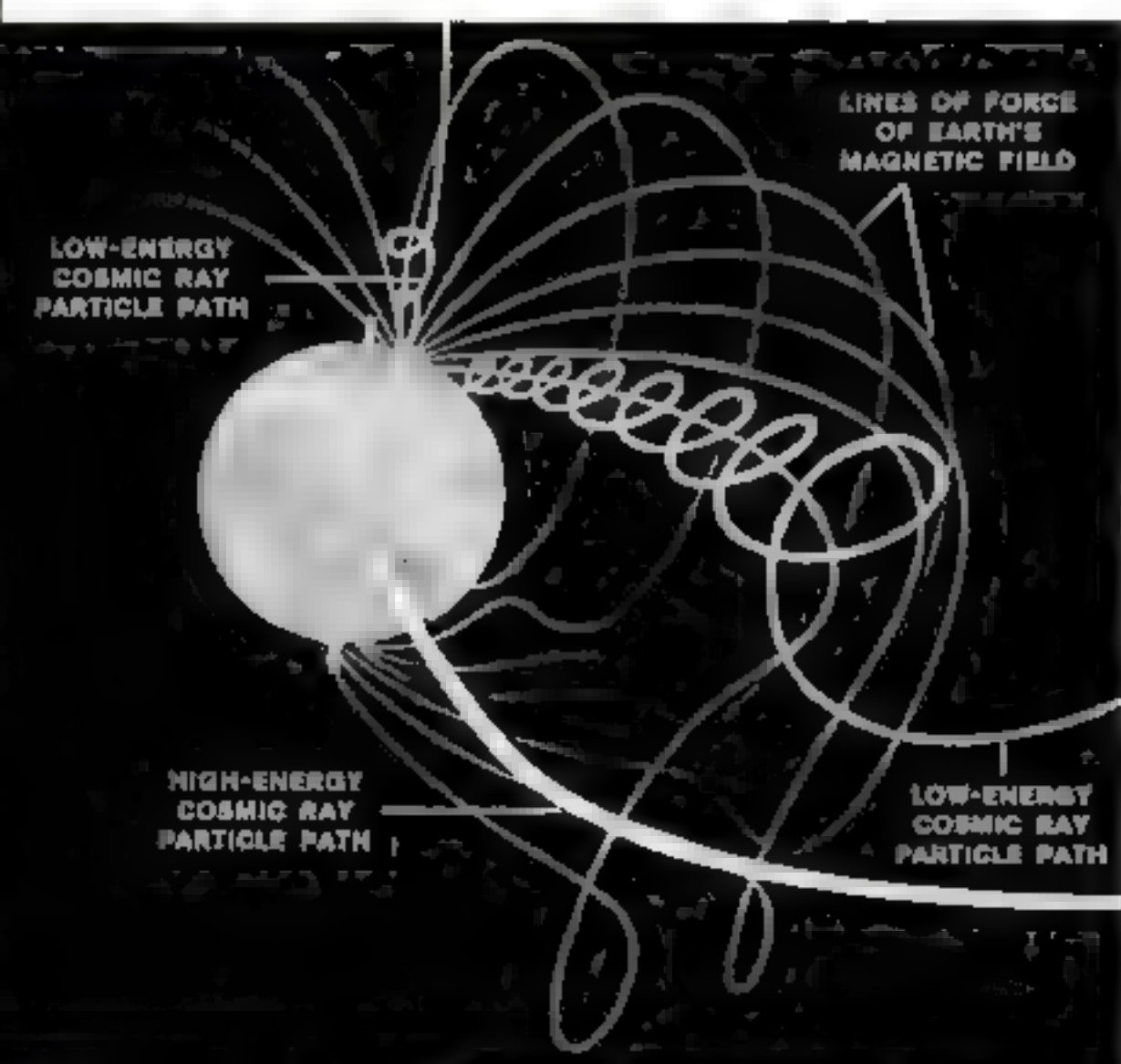
Temperature is reported in a similar way by tiny bead-shaped devices called thermistors, whose resistance to an electrical current changes as their temperature changes. One thermistor is cemented to the outside of the satellite's instrument package. Three others—one providing data for the high-powered transmitter, the others for the low-powered transmitter—are located at various points inside



HOW WE GET DATA from space is shown in schematic diagram. Thermistors (electronic thermometers) and other instruments in satellite feed

the instrument package. As the temperature around these electrical thermometers varies, their electrical current changes, altering the tone of the signal sent back to the ground.

The temperature of the satellite is important because it affects the operation of the vital instruments within. Objects in space absorb heat radiated by the sun and the earth. A spaceman dressed entirely in white would immediately freeze as his clothing reflected this radiation. Dressed in radiation-absorbing black, he would—as—to avoid either extreme, Explorer has been "temperature engineered" through the judicious use of stripes of zirconium oxide, a material which reflects a high



EARTH'S MAGNETIC FIELD and how it affects cosmic rays is shown in diagram. High energy particles entering field may get through, low-energy particles are diverted to polar regions. By calculating deflected paths of rays from satellite data, scientists can map magnetic field, only partly shown here.



information into two transmitters, which relay it to radio receiving stations on the earth. Coded data is shown coming out of receivers on paper tapes.

degree of radiation. As the bullet-shaped Explorer spins through space, these stripes of bright white interspersed with the dark skin of the satellite give the whole vehicle a grayish cast intended to provide just the right internal temperature for the operation of the equipment. If the apparatus *should* fail, we must know what the temperatures were at the time so that we can make appropriate corrections when designing future satellite packages. The thermistors will provide this information.

New satellite packages are already in the works. Some of the instruments we send aloft in them will supplement the information we are now getting from Explorer. Others will

provide data in entirely new scientific fields.

One Vanguard satellite, for example, will carry instruments to measure the intensity of the sun's ultraviolet rays. This cannot be done from the ground because few such rays ever penetrate the earth's atmosphere. Information about them is of great interest because they seem to be responsible for the radio blackouts that often occur during solar disturbances.

The next Army satellite, whose launching will be attempted before the end of April, will contain a device to provide cosmic ray information from points in space which our scattered listening posts cannot monitor at present. The cosmic ray data, besides being transmitted back to earth immediately, as with the Explorer, will also be stored on magnetic tapes. As the satellite passes over a monitoring station, a trigger signal will turn on a second satellite transmitter, causing it to broadcast the information from the tape. Since the transmitter will operate for only five seconds at a time, its batteries will last much longer, giving us high-powered transmissions for about two months.

A third U.S. satellite will have an instrument to measure the earth's magnetic field and also a plastic balloon for measurement of the very slight atmospheric density which exists at the altitude of the orbit. The balloon, covered with a thin aluminum coating for maximum visibility from the ground, will be ejected from the satellite rocket's last stage and will inflate automatically. Because of its extreme light weight it will react sharply to atmospheric drag. Its rapid descent from the orbit will give us a clear measure of the air's density.

A number of meteorological experiments are scheduled for future satellites, and in terms of immediate practical value these are perhaps the most important of all our I.G.Y. satellite experiments. One of these will enable us to measure how much heat radiation the earth receives from the sun, how much the earth itself radiates, and how the balance between this input and output varies from time to time and place to place over the earth's surface. This information, picked up by sensing devices at the tips of the satellite's four antennas, will be immensely valuable in helping scientists to understand climatic trends.

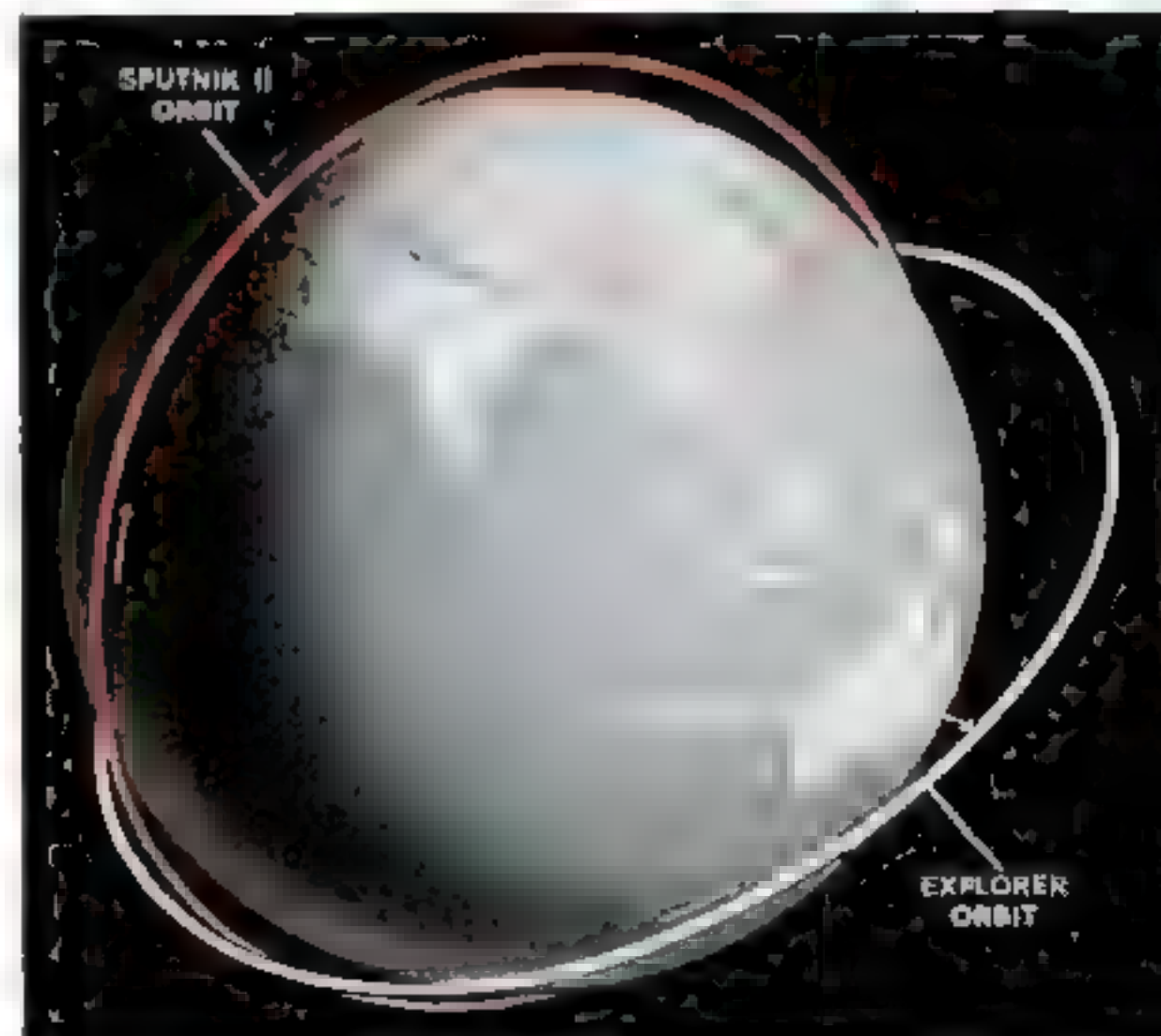
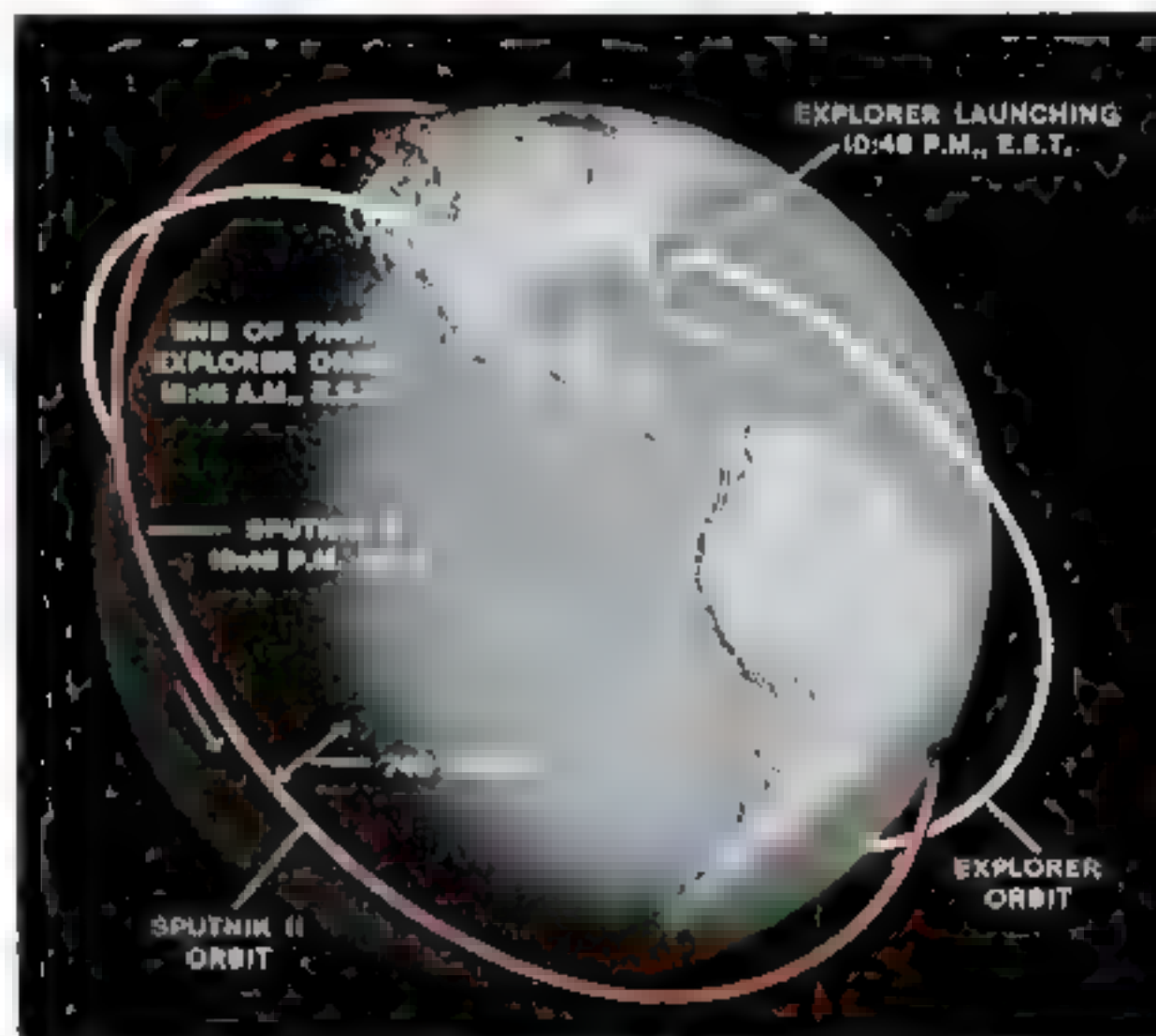
Another meteorological instrument will give man his first picture of the earth's weather as seen from outer space. A small telescope will be connected to a photoelectric cell similar to an ordinary photographic light meter. As the telescope spins through space aboard the satellite, the light images it picks up will be sensed by the cell and transmitted by electrical impulse to a magnetic tape recorder. Triggered by radio, the recorder will play back the information as the satellite passes over special receiving stations. The decoded signals, which can be translated into fuzzy but readable black and white pictures, will show when the telescope was looking at various kinds of terrain—ocean, desert, even large plowed fields. More important, the apparatus will reveal the extent and structure of cloud formations and the development and motion of storm systems.

The basic instrumentation used for future reporting from space will be roughly similar to that in the present satellite. The Explorer's instrument package is an example of scientific collaboration at its very best: it resulted from separate but coordinated efforts by scientists at such widely distant places as the State University of Iowa, the Air Force's Cambridge Research Center in Massachusetts, Temple University in Philadelphia and, of course, the Jet Propulsion Laboratory in California. It was

these experts who transformed the Explorer from a mere missile to a messenger.

We scientists are sometimes asked, "What good is all this knowledge?" The data we are receiving from Explorer is, to be sure, limited. Cosmic rays, meteoric dust and temperatures of objects in outer space sound like remote matters in the daily lives of people on earth. But it is only by building our knowledge fact by fact that we will lay the groundwork for the more practical discoveries that lie ahead.

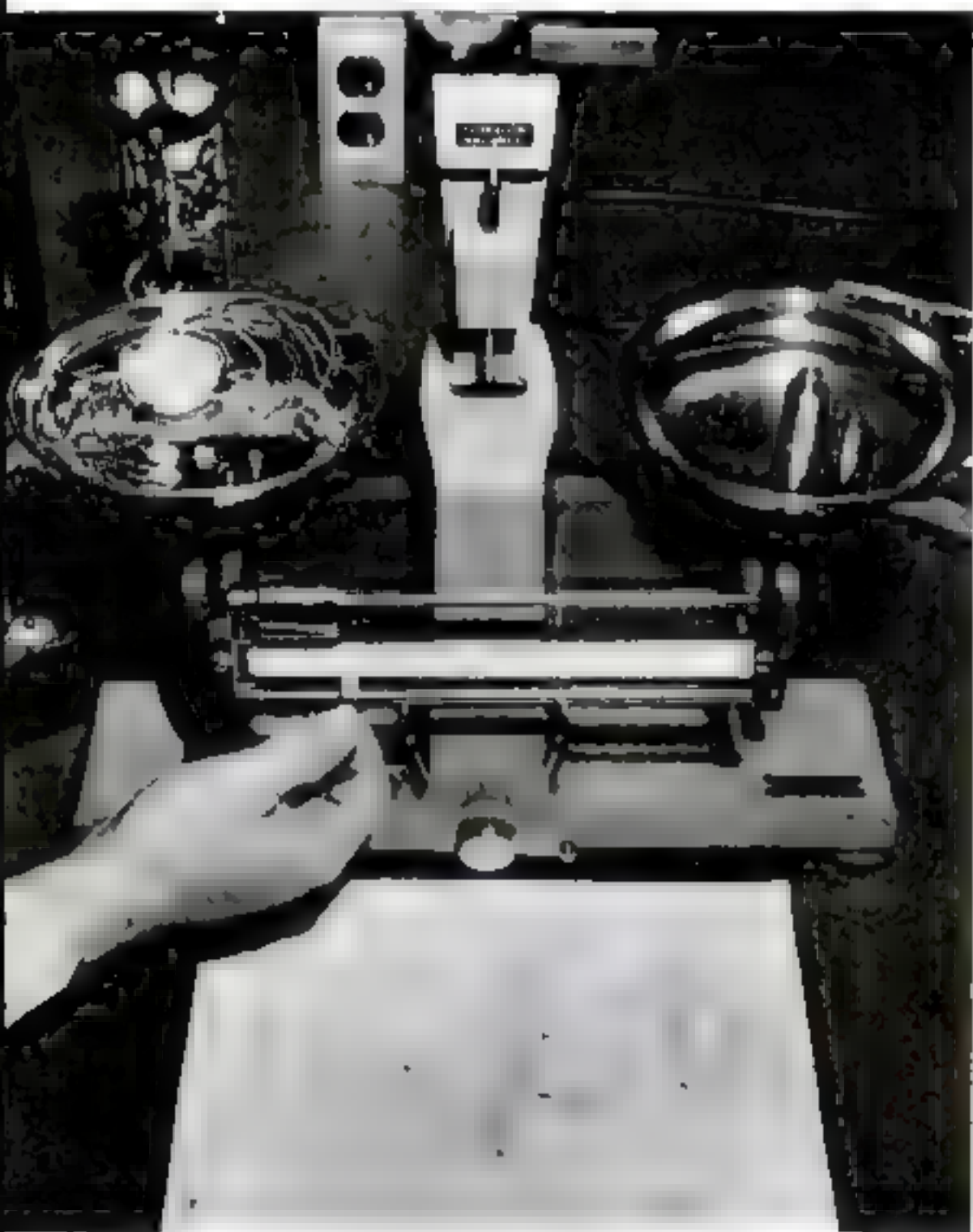
Future weather patrol satellites can be expected to provide far-reaching benefits. Besides improving day-to-day forecasting, meteorologists might be able to predict droughts and rainy spells a year or more in advance. The value of such information to farmers is beyond estimation. Hurricanes and tornadoes could be spotted at birth and their deadly paths predicted. Someday it may even become possible to control the weather through knowledge made available by the satellites. In the field of communications we may be able to achieve truly international radio and television. But above all, through the information provided by satellites we will finally come to know—and therefore to conquer—space itself.



THE TWO ORBITS of Explorer and Sputnik II are shown for time of Explorer's first trip over Western and Eastern hemispheres. Double-tipped arrows mark high point of Sputnik II (*top*) and high point (*bottom*) of Explorer. Orbit is drawn as less than a complete circle because of earth's rotation.



INSTRUMENT BUILDER George H. Ludwig, now at Caltech, is shown with an early instrument package he worked on as a Van Allen student at Iowa.



TINY PARTS for the power pack in the satellite's cosmic ray counter weigh only 2.2 ounces but they are able to deliver 700 volts for producing signals.



MINIATURE CRYSTAL (center) made for the satellite's transmitter by Army Signal Laboratories at Fort Monmouth, N.J. is dwarfed by a man's fingers.

Explorer CONTINUED

DEVICES THAT KEEP 'MOON', MAN IN TOUCH



PLOTTING EXPLORER'S ORBIT, researchers at Caltech's Jet Propulsion Laboratory compute it by triangulating the signals from tracking stations on

an aluminum surface representing part of the earth. Lab assembled the satellite's instruments and put it upper three stages of launching missile, Jupiter C.



TRACKING CAMERA (see cover) on New Mexico mountain peak is first of a series built for Smithsonian Astrophysical Observatory. It cost \$100,000.



OSCILLOSCOPE at Fort Monmouth fixes position and speed of satellite through pattern made by interaction of Explorer's and standard radio signals.



A dramatic portrayal of the Body by Fisher in the B-58 Buick SPECIAL Two-Door Riviera.

Passport to a silent world—

THE NEW "SOUND BARRIER" BODY BY FISHER

Before you buy any new car, *listen* to how well it's built!

In a new "Sound Barrier" Body by Fisher, the absence of rattles—the freedom from road and engine noise—tells you plenty:

It tells you this body is built to shrug off the bumps, built to stay tight—for years

The secret is Life-Span Build—a rigid,

integrally joined, bridge-type construction that provides extra body strength—more "living room" inside.

The new "Sound Barrier" body is another Fisher Body exclusive—the latest in 50 years of "firsts."

* * *

Another Fisher Body Bonus: ripple-free Safety  Plate glass, front, rear and side!



SHAKEDOWN CRUISE FOR A TAUT SHIP. Two days on this torture rack are the equivalent of years of ruts and potholes. But even twists and jolts like these can't loosen up the tight build of a "Sound Barrier" Body by Fisher

Only the "GM Five" give you the Bonus of BODY BY FISHER



CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

50 YEARS OF BODY BUILDING LEADERSHIP

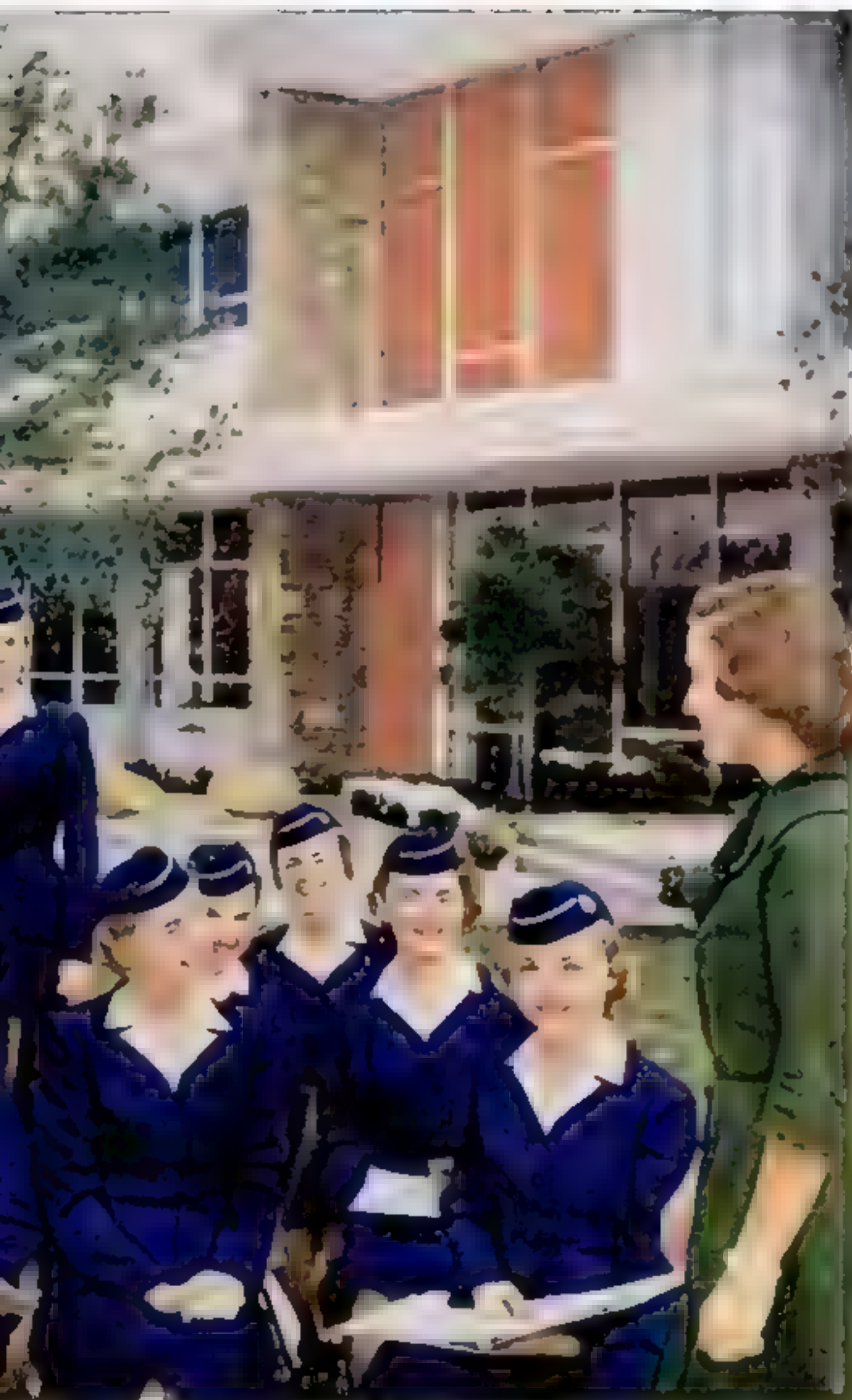
ONE REASON WHY AMERICAN SERVES YOU BETTER WHEN YOU FLY



"Here's America's

first





**No wonder
American Airlines has
the best trained
stewardesses in the air**

"This new million dollar stewardess college in Texas is a shining example of the special emphasis that American Airlines places on serving you, the passenger. It's the only college in the country entirely devoted to the training of airline stewardesses.

"Step inside. Everywhere you see signs of American's advanced training methods.

The most modern visual aids! Complete mockups of aircraft! Courses that range from radio navigation to public speaking. 650 talented girls a year will receive training here that can't be duplicated elsewhere in the world. The first graduates are already serving you.

"American Airlines has always been famous for the best trained stewardess corps in the air. With this new college, American is making certain you will continue to enjoy that special blend of hospitality and efficiency you have come to expect on the Flagship Fleet."

and only Stewardess College"



**AMERICAN
AIRLINES**

America's Leading Airline

It's the truth,
Martha!
2 refreshingly
new and
different
breakfast juices!



Dole



Fresh Frozen

**PINEAPPLE-ORANGE
PINEAPPLE-GRAPEFRUIT**



Enriched with Vitamin C

And Martha—they're each as fine as Dole Pineapple!



LEAVING KANSAS CITY HOTEL FOR SCHOOL, RAFAEL TRUJILLO JR. (RIGHT) AND AIDE, CAPTAIN SANCHEZ RUBIROSA, ARE PRECEDED BY TWO ARMED GUARDS

WELL-GUARDED SCHOOL DAYS FOR TRUJILLO'S SON

Young Dominican general studying in U.S. has a small army of detectives to keep him from harm

When Rafael Trujillo, strong man of the Dominican Republic, sent his sons off to school in the U.S. last fall, he had more than the usual qualms of a fond parent. As a result, Rafael Leonidas Jr., 28, who attends the Command and General Staff College at Fort Leavenworth, Kan., never travels without an armed escort. And young Rhadames, 16, has six more guards assigned to watch him at Kemper Military School in Boonville, Mo. The Dominican dictator fears anti-Trujillo groups in the U.S. may try to avenge themselves on him by attacking his sons.

Rafael Leonidas Jr., already a lieutenant general in the Dominican air force, lives in high style. He has a \$100-a-day suite at the Hotel Ambassador in Kansas City, Mo. and a \$450-a-month house near the fort, where three prowling cars keep a steady watch. All told, 27 private detectives are keeping an eye on the Trujillos, directed by radio from the hotel suite. Next June, Rafael and Rhadames, who are above-average students, will graduate, and their protective army can be mustered out of service.



AT SCHOOL Trujillo (center) and constant companion, Lieut. Colonel Fernando Sanchez (left) of

Dominican Air Force, talk about winter baseball with fellow student, U.S. Major Donald F. Polden.



insist on
**Solex Green Tint
 Safety Glass**
 for your new
PLYMOUTH*

When your new PLYMOUTH is equipped with Pittsburgh's SOLEX Green Tint Safety Glass, you'll drive with a new feeling of safety and comfort. Whether you're driving for hundreds of miles or just around the corner, you'll arrive at your destination refreshed and more relaxed . . . for the soft green tint of SOLEX reduces glare, cuts down eyestrain and fatigue.

Be sure your new Plymouth has SOLEX.



*SEE OPPOSITE PAGE



GUARD AT HOUSE which Trujillo rents in Leavenworth, Kan. keeps vigil at rear. Another covers front of house.



GUARD AT HOTEL. Detective Van Collier Tipton, checks his .357 Magnum. At right is Detective Milt Thomson.



NERVE CENTER of the Trujillo protection force is this radio desk in Ambassador Hotel suite in Kansas City. Light

flashes signal to guard whenever elevator approaches floor and stays lit while someone, like detective at right, gets off.



"We're not the richest people in town...but we're the proudest!"

"We're the kind of family that gets a big bang out of living...and I guess the thing that gives me *my* biggest lift is providing the best there is for Peg and the kids. Take

our beautiful new Plymouth, for example. "You should have seen their eyes shine when I drove it home! If I'd been a millionaire I couldn't have given them more

pleasure! Cars just don't come any more beautiful or comfortable than Plymouth, no matter what you pay. It's hard to believe we got it in the low-price 3!"

Sleek Dart Styling A long, low sweep of beauty!
Torsion-Air Ride Luxurious comfort on any road!
Golden Commanda V-6 New, advanced engine design!
Directional Stabilizer Fins For safer travel on the nation's highway!
Push-Button TorqueFlite* World's smoothest...easiest driving!

*optional at low extra cost



Star of the Forward Look

Plymouth ...ahead for keeps!

A new idea in smoking!

Salem refreshes your taste



- menthol fresh
- rich tobacco taste
- modern filter, too

Freshness of growing things and softly fragrant air — just as a Spring day like this refreshes you, so a Salem refreshes your taste. Through Salem's pure-white, modern filter flows the freshest taste in cigarettes. Smoke refreshed, pack after pack. Buy Salems by the carton.

Created by R. J. Reynolds Tobacco Company



TOPESS SHOES designed by Herbert Levine are attached to soles by two adhesive tapes which are sold with

the shoes. The shoes are made in several different heel heights, including flats. This pair in red satin costs \$30.

Attention on Legs

SHORTER SKIRTS SHOW OFF NEW SHOES, STOCKINGS

This season skirts are getting shorter so fast that on a recent Monday one fashion designer said, "I had my skirts shortened on Friday, but they're too long today." This makes legs a woman's most important accessory. Of the stocking and shoe fashions that have come on the heels of the skirt news, the most revolutionary is a shoe that is only a sole (*above*) and why a lady can stay in it defies the eye.

Actually the shoe is held on by tapes, sticky on both sides, which keep it firmly in place until peeled off.

Other attention getters for legs are stockings colored to match dresses, which, although promoted for many seasons, now seem to be catching on. And matching shoes (*next page*) have become so popular that some dress manufacturers enclose swatches of material, like extra buttons, to be made into shoes.



SEAMLESS LEGS sport shoes made without back seam (Fams-813) and Hanes seamless hose.

Only **RONSONOL** has it!

NEW SWITCH SPOUT!

The fastest way to fill your lighter.
No tip to pierce or cut.

FLIP OPEN ...to fill!
CLOSED ...can't spill!



maker of the world's greatest lighters and electric shavers
RONSON CORP., NEWARK 2, N. J.; TORONTO, CAN.; LONDON, ENG.

Radiator Leaking?
This can result in serious motor damage!
SAVE MONEY! HAVE IT SERVICED WHERE YOU SEE THIS SIGN!

© 1966 INLAND MFG. CO., OMAHA, NEBR.

ATTENTION, VALUING HOUSEWIVES
look for **RONAWARE**
the best in unbreakable molded housewares for the kitchen, bathroom and many other places in your home.
at: Woolworth's • W. T. Grant • Searo-Hell
Kresge • J. C. Penney
or your favorite variety & housewares store
RONA PLASTIC CORPORATION • N.Y.C. 67

Better than aspirin
even with buffering for
**TENSE NERVOUS
HEADACHES**

Nervous tension headaches need the special relief Anacin® gives. Here's why Anacin is better than aspirin, even with buffering added. Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven ingredients. Anacin acts to (1) relieve pain, (2) calm nerves—leave you relaxed, (3) fight depression . . . and Anacin Tablets do not upset the stomach. Buy Anacin today!

**3 out of 4 doctors recommend
the ingredients of ANACIN**



MATCHING SHOES of candy striped red and white satin (David Evans, \$45, to order) are made to go with a

short-skirted striped gown by James Galanos. The shoes are worn here with complementary pale pink stockings.



**REALLY
GOOD
COFFEE!**
and here's how
to make it

The secret of REALLY GOOD COFFEE

Does your coffee have all the full, rich taste and wonderful aroma that it should? You can make excellent coffee, using your favorite brand. Start with a clean coffee maker, fresh coffee, fresh cold water. Use proper grind for your coffee maker. Measure and time carefully.

Per cup, one Standard Coffee Measure (2 measuring tbs.) to $\frac{3}{4}$ measuring cup (6 ozs.) of water. Time: Percolate gently no more than 8 mins. Vacuum, stir — hold in upper bowl no more than 3 mins. Drip — pour in boiling water — should go through coffee in 4-6 mins. Stir before serving.

Always use at least $\frac{3}{4}$ capacity of your coffee maker. Serve at once.

CAUTION: Brewing too long makes coffee bitter. If you want weaker coffee, dilute with water after brewing according to above recipe.

Once you learn the secret of good coffee, you'll find people saying, "Another cup, please!" After all, there is nothing as satisfying as a good cup of coffee!

NOTE: If you use "instant," vary the strength to suit your taste.

"FUN WITH COFFEE"—32 pages of coffee recipes and cooking hints—only 10¢.

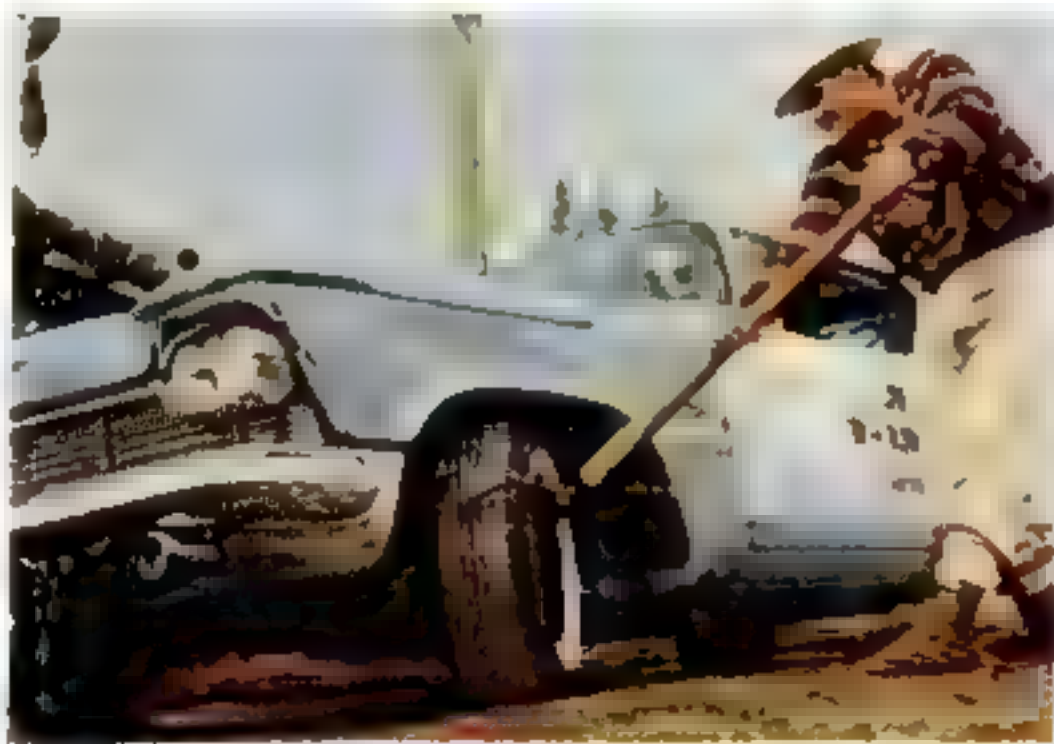
PAN-AMERICAN COFFEE BUREAU, Box 33, Old Chelsea Sta., N. Y. 11, N. Y.

320 Miles on Four

No swerve! No sw



Look for this nearby
Goodyear dealer sign for
better tire values bet-
ter tire care...convenient
credit terms



Look! A lumberjack drives the sharp point of his "Cant Dog" through all four tires . . . really blows them out. But these are Captive-Air Safety tires and they don't go completely flat!



45 to 60 mph on four blowouts! We're all alone in Washington's Snoqualmie Pass—taking in the scenery as if nothing had happened. One blowout with any ordinary tire could pitch

a car over the deep, dangerous drop-off ahead. But our Captive-Air Safety tires, each with its multiply nylon "spare," let us roll along safely—on air—without swerve or sway. Here's dramatic proof

that now you pick the place for repairs—not your tires. Aren't Captive-Air Safety tires the tires for your family's car—especially if your wife or children drive?

Only **Captive-Air** gives you a spare where you need it . . . in the tire that's on the road!

GOODYEAR

Watch "Goodyear Theater" on TV—every other Monday, 9:30 P.M., E.S.T.

MORE PEOPLE RIDING

r Blown-Out Tires!

ay! No forced stops!

Goodyear's exclusive double-air chamber principle gives you the greatest road safety ever! The nylon Captive-Air "inner spare" virtually ends roadside tire changes in the event of a blowout or puncture!

ALL FOUR TIRES, *deliberately blown out*, survived a history-making run from Spokane to Seattle undamaged!

Every Captive-Air Safety tire has a built-in spare designed to carry you safely and comfortably after a blowout or puncture. There's no sudden wheel drop or loss of steering control.

With this double-air chamber tire, it's possible to drive on a "flat" 100 miles or more with no stopping—no inconvenience—no danger from roadside tire-changing.

The outer tire is made with triple-tempered 3-T Nylon Cord to give you a rugged first line of defense against tire injuries. And the "inner" tire is made with brawny nylon plies, too.

The Captive-Air Safety tire—tested and proved in Detroit—is now standard or optional equipment on some of America's finest cars. Ask for them on your new car.

See your Goodyear dealer this week. You can own Captive-Airs *now*—liberal allowance for your present tires. Goodyear, Akron 16, Ohio.

HERE'S HOW CAPTIVE-AIR WORKS



Only the air in the outer chamber can escape if the Captive-Air Safety tire is cut, torn or blown out while you are driving



Reserve air in the built-in spare immediately supports the car—lets you drive on for 100 miles or more at normal driving speeds.



This latest safety development from Goodyear virtually frees you, your wife, and your children from the danger of blowouts and punctures and the inconvenience of roadside tire changing.



GOODYEAR

ON GOODYEAR TIRES THAN ON ANY OTHER KIND!

Captive-Air, T. M., The Goodyear Tire & Rubber Company, Akron, Ohio.

Does she...or doesn't she?



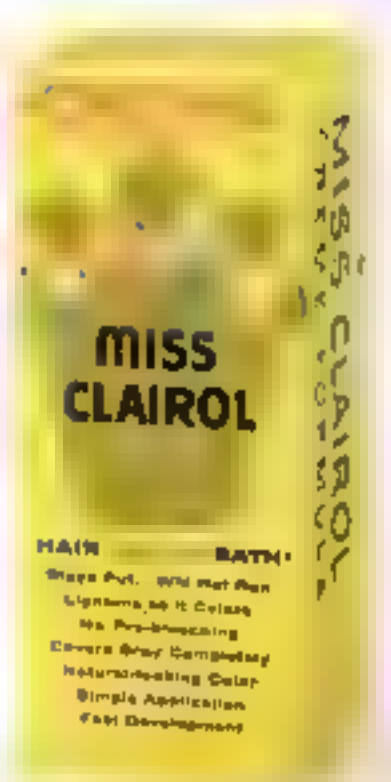
Hair color so natural only her hairdresser knows for sure!

She can even make *geography* seem like fun! He'll remember *that* always, just as he'll always recall the silky touch of her hair and the way the color seemed to shimmer with light! And *that's* what's so wonderful about Miss Clairol Hair Color Bath. It leaves the hair lively, lovely, singing with fresh, sparkling color and yet the effect is *always* soft, ladylike, completely natural-looking! And the hair itself so silky!

And *that's* why hairdressers all over the world recommend

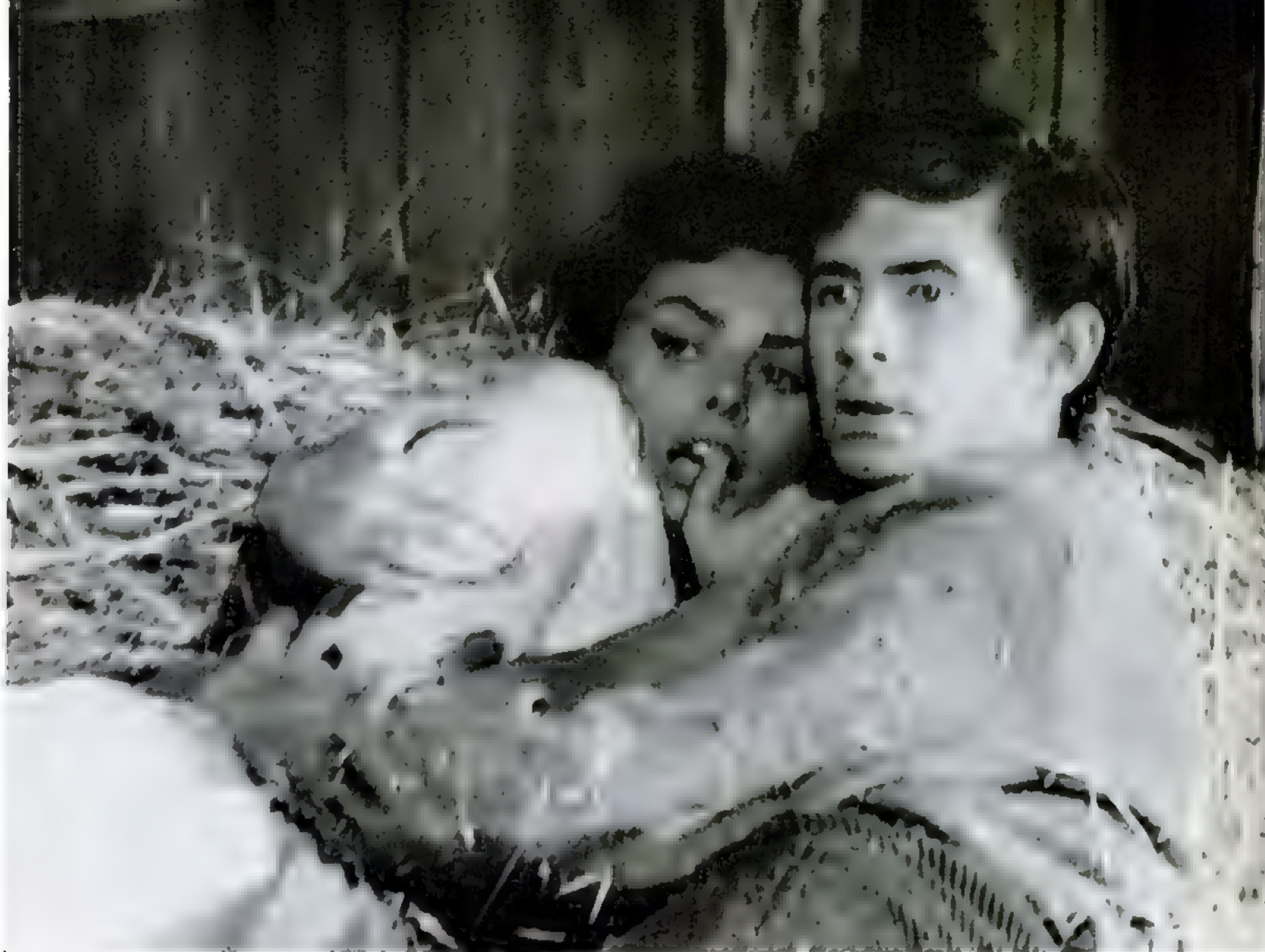
Miss Clairol, use it *every* time to add lasting color to fading hair...and to cover gray. So pause a moment and think how rewarding it is to stay young for one's self and one's family. Then ask yourself why *you, too*, shouldn't know the joy of looking younger, prettier right away. *It takes only minutes!* So try Miss Clairol yourself. Today. In wonderful new Creme Formula or Regular.

MISS CLAIROL HAIR COLOR BATH®



THIS IS NATIONAL BEAUTY SALON WEEK VISIT YOUR LOCAL BEAUTY SALON

MISS CLAIROL INCORPORATED STAFFORD, CONN. AVAILABLE ALSO IN CANADA



MAKING LOVE, ANNA (SOPHIA LOREN) AND EBEN (ANTHONY PERKINS) FEAR DISCOVERY AS THEY HEAR HIS STEPFATHER—ANNA'S HUSBAND—WALKING NEARBY

O'NEILL'S 'DESIRE' ON FILM

Eugene O'Neill's *Desire Under the Elms* is a play of bitter conflict. A wife seduces her husband's stepson and then kills their child lest it come between them. The son hates his stepfather. Now Producer Don Hartman and Director Delbert Mann have put this passionate work on the screen.

It was a difficult thing to do. O'Neill's searching tragedies are stage masterpieces, but they have yielded few popular movie hits, notably *Anna Christie* with Greta Garbo in 1930 and John Ford's *The Long Voyage Home* in 1940. Knowing this, Hartman and Mann made their movie as if they were staging it as a play. They changed nothing essential in the story, gave their scenery the look of stage sets and stylized acting performances a shade beyond realism. The result may not change O'Neill's box office luck. But the movie is a hard, honest try to project O'Neill's art into a medium not his own.



THROTTLING THE BOY, old Ephraim (Burl Ives) tries to keep Eben from harming Anna. Eben

thinks Anna tricked him into love only so she can have a baby through whom she will inherit the farm.



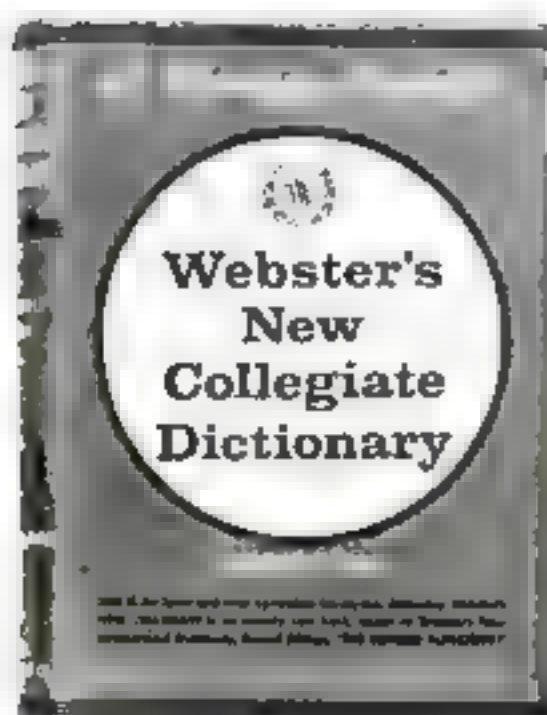
How to help your teen-agers do better homework...

The pressure is on for better grades. How can you as a parent help your children do better homework, better schoolwork?

Help them build up their word power: give them Webster's New Collegiate Dictionary — the Merriam-Webster, required or recommended by nearly every school and college.

This *Merriam-Webster* is the *one* dictionary that helps students with everything they read . . . from Shakespeare to today's newspaper. It is the *one* dictionary with definitions so precise and so complete that correct understanding of every word is assured.

Your teen-agers — everyone in your family — will get help from Webster's New Collegiate, prepared by Merriam-Webster's permanent staff of experts in dictionary making. Ask for it at book, department, or stationery stores. Only \$5 plain, \$6 indexed.



INSIST ON

MERRIAM- WEBSTER

To be sure you receive the accuracy, up-to-dateness and well-rounded balance you expect in a dictionary, look for the word Merriam. The only company specializing in dictionaries...publishers of the unabridged Webster's New International Dictionary, Second Edition, and the authentic desk-size Webster's New Collegiate Dictionary. G. & C. Merriam Company, Springfield 2, Mass.

'DESIRE' CONTINUED



WARMING UP A BAPTISMAL PARTY, Ephraim at 76 bounces into a flying somersault and astonishes the guests by his vigor. But they whisper that not Ephraim but Eben is the father of Anna's child. Of his stunt of gymnastic stunts, 48-year-old Actor Ives says, "It was quite an exertion. I did it only once: I told them that if I had to do it four or five times I would be a dead man. And I was fairly relaxed. Otherwise I would have fallen foully."



Delicious flavor "change"... Butter-Rum



The candy with the hole ... still only 5¢

1900



6 YEARS OLD AND UNDER: 17%



7-20 YEARS OLD: 20%



1957



6 YEARS OLD AND UNDER: 15%



7-20 YEARS OLD: 23%



21-64 YEARS OLD: 33%

THE CHANGING PATTERN OF A NATION'S HEALTH

In lengthening life, medicine uses new ways to heal and regenerate the body

MAN'S NEW WORLD: IV



21-44 YEARS OLD: 36%



45-64 YEARS OLD: 14%



65 YEARS OLD AND OVER: 4%



45-64 YEARS OLD: 20%



65 YEARS OLD AND OVER: 9%

The march of technology since the turn of the century has altered the face of the land—rearing chemical distillation towers where the forests stood, laying superhighways over ancient river routes. In a less noticeable but more profound way, technology has also changed the American people. The change is illustrated in the picture chart above, staged by New York's Montefiore Hospital. These two sets of 100 people represent age groups of the U.S. population in 1900 and today. The remarkable difference is in the older group. In 1900, only 18 out of 100 Americans were 45 years old or older. In 1957, 29 are—a 50% increase in this bracket in little more than a half century.

The change is the result of the impact of science and technology on the nation's health. A half century of progress has virtually eliminated such childhood diseases as diphtheria and smallpox, and now half again as many children reach middle age as did a generation ago. The rapid

growth of electronics and the mass production of radioactive isotopes provide today's doctors with fantastically sensitive means of observing the body's functions, and of diagnosing and treating disease. New metals and plastics are being used to replace parts of the body once considered hopelessly beyond the reach of surgery. Even an organ as vital as the heart can today be repaired by the surgeon.

But medicine's triumph has created its newest frontier—the problem of old age. Advancing longevity has brought to the fore degenerative diseases like arteriosclerosis and arthritis, diseases that come as the body's mechanism breaks down—and cancer, largely a disease of age. To get at them, scientists are turning increasing attention to the most fundamental problems of all, the nature of life and health. If their efforts prove successful, people might one day die, as George Bernard Shaw facetiously prophesied, only from accidents like a broken neck.

CONTINUED

INGENIOUS DEVICES

With the accelerated advance of medicine in recent years, scientists have come more and more to realize that if they are ever to unravel the inner workings of disease they must first understand the true nature of health. The human organism is a fantastically complex series of inter-related functions and doctors today regard many diseases as disorders in a whole set of functioning parts, rather than a simple and direct attack on a single organ. Thus the real cause of an ailing kidney or a bleeding ulcer may lie in a remote part of the body whose workings are now only dimly understood. Not until the normal behavior is mapped out will their aberrations stand revealed.

The new technology has contributed a wealth of new instruments now being used to draw the profile of a normal human being. Reflecting tapes

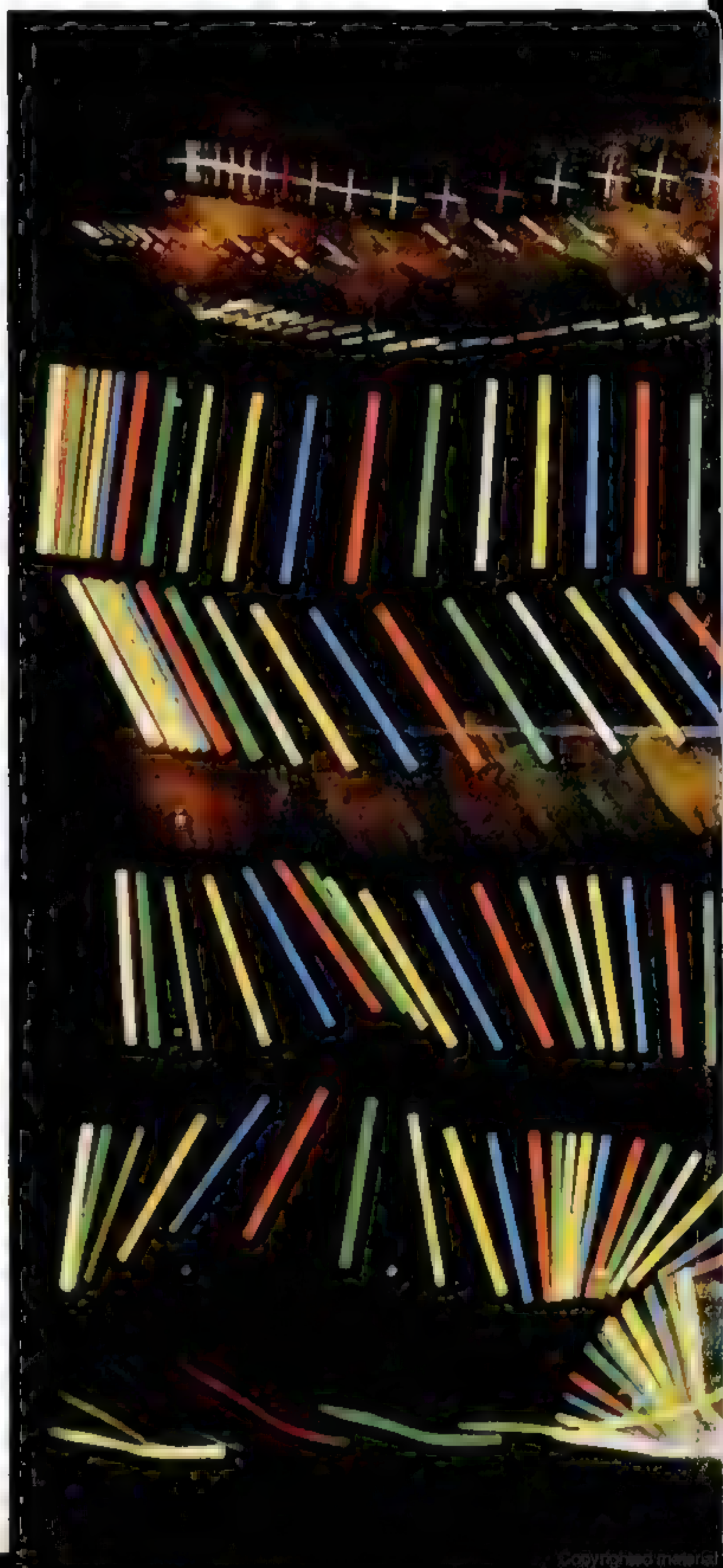


PLASTIC HELMET is worn by a volunteer at National Institutes of Health in Bethesda, Md., who simulates in sealed room a day's routine that ends as he relaxes with guitar. Helmet collects exhaled air so his metabolism can be measured.



INNER-EYE VIEW of retina is obtained by a TV camera which photographs it through ophthalmoscope, projects image on screen showing optic nerve (large spot), blood vessels. With it doctors can observe undisturbed blood circulation.

STUDY IN MOTION is carried out at Tufts University in Medford, Mass. Taped man is photographed by repetitive strobe with changing filters that give tapes a new color for each exposure, revealing his movement as he picks up an object. →



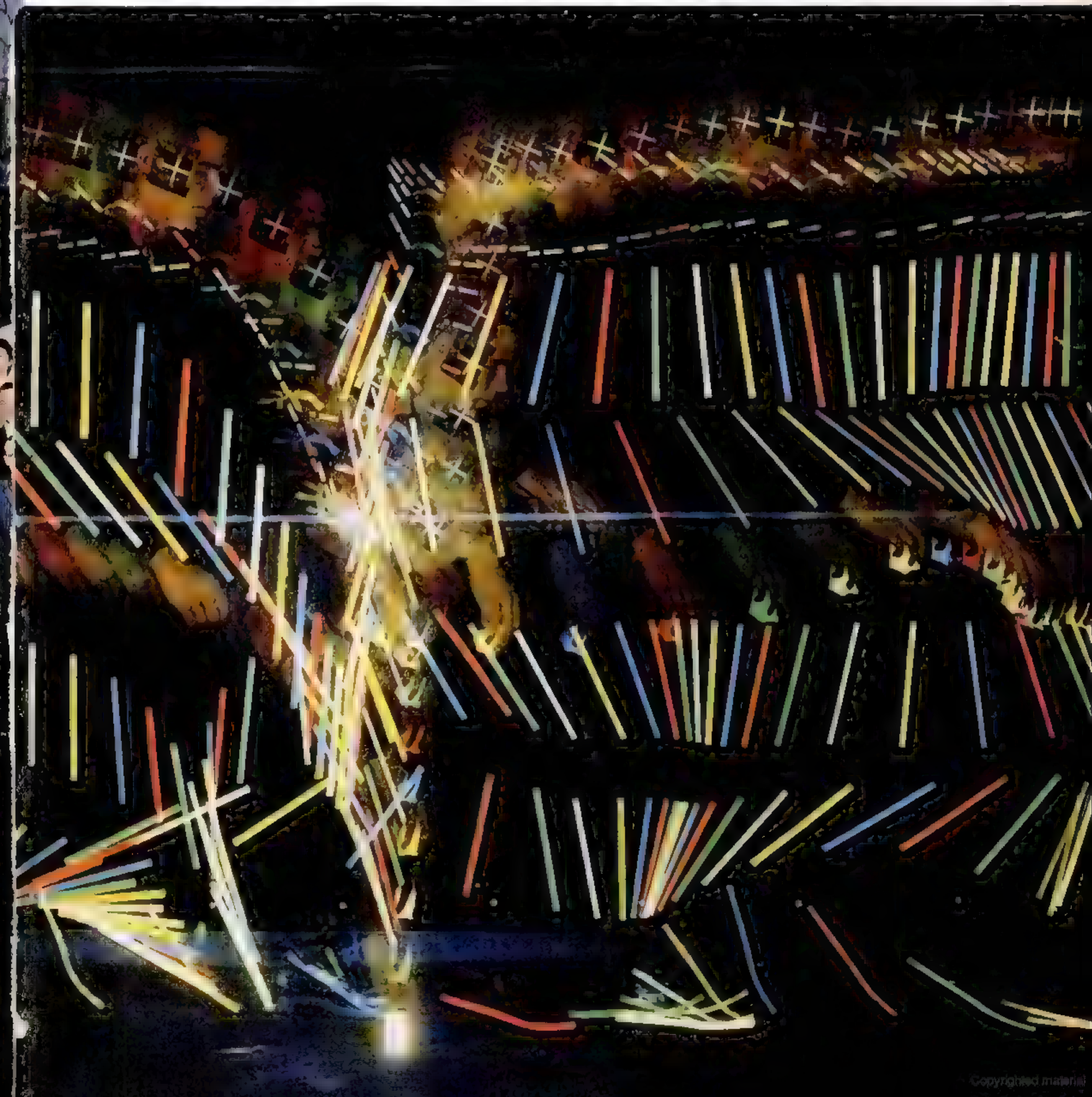
TO CHART THE BODY'S NORMAL FUNCTIONS

attached to the head, neck, shoulder, arms and legs of a walking man (*biome*) reveal in precise pattern the flow of muscular movement. A host of devices—developed in completely unrelated fields, finds its way into the lab to help measure subtle changes like the fluctuation in metabolism, the efficiency of a body in using energy. Research in metabolism has already detected the cause of gout and led to a way of controlling it.

Other devices probe more hidden activities. Modern electronics can measure minute variations in the heart's beating, making possible early diagnosis of many heart ailments. It can also measure fluctuations in the brain's electrical activity which locate lesions that cause epilepsy, lesions that can be removed surgically. Radioactive materials, coursing through the body, reveal changes that take place deep within. Such research has

had many practical by-products, including techniques for measuring blood volume and locating tumors.

Recent research has brought to light an astonishing physical variability among healthy people. It is just beginning to reveal another variable which seems intimately related to disease—the human personality. Some people respond immediately to drugs like tranquilizers, while others show virtually no effects at all. One type of person may weather a situation of emotional stress with few ill effects, while the same situation may leave another with heart disease or a violent allergy. In seeking to understand how psychological and physiological factors operate, scientists are coming closer to the day when they will be able to combat the many diseases—from cancer to the common cold—that still plague the whole of mankind.





THE ILLS THAT TAKE HIGHEST TOLLS

The leading killers in the U.S. today are noninfectious ailments: diseases of the heart and blood vessels, cancer and accidents. Their prominence marks a major change from 1900, when the chief killers were infectious ills like pneumonia and influenza, tuberculosis and infantile diarrhea. These are now largely held in check by modern methods of detection and treatment. Other serious infections of the past, such as typhoid and diphtheria, have been virtually eliminated. But the minor ailments, the muscular aches, the colds (*top right*) and headaches, the toothaches and the cramps, today manage to take their irritating toll of the nation's health much as they did before. The changed conditions of mid-century American life have brought with them new health hazards. Many Americans are physically less fit than their grandparents were 50 years ago. The lack of exercise in modern life, and the consequent flabbiness of numerous Americans, may well be a contributing factor in certain modern ailments. After today's three chief killers (*opposite page and right*), some of the major sources of American suffering are these:

JOINT DISEASES: They afflict 7.6 million adults today and cripple more Americans than any other ailment. The causes of arthritic and rheumatic diseases are still little understood.

DIABETES: Two million Americans have diabetes, and many will pass their diabetic tendencies on to their children. Thanks to insulin, which was unknown in 1900 and which diabetics can now administer to themselves, they can lead nearly normal lives.

NEUROLOGICAL DISEASES: There are about a million victims of epilepsy in the U.S., and even more people suffer from multiple sclerosis, cerebral palsy and Parkinson's disease combined. These diseases are now incurable, but with drugs more than 50% of epileptics can control their seizures so these do not greatly interfere with their lives.

MENTAL ILLNESS: A million mental patients a year are treated in U.S. hospitals. Many others get outside care. While new treatments are shortening hospitalization, 50% of the nation's hospital beds are occupied by psychotic patients, particularly schizophrenics. It is estimated that one out of every 10 babies born today will be hospitalized with mental illness at some time during its lifetime.

EMOTIONAL DISORDERS: Because many emotionally troubled persons do not see a doctor, there are no reliable statistics on the number of Americans with psychoneurotic problems like depression, anxiety, acute lack of self-confidence, hypochondria and hysteria. The number of people so afflicted is large and may be growing, because of the stress and unpredictability of modern life. Many miseries—including some rashes, hives and asthmas—are sometimes due to allergies, other times due to emotional troubles.

RESPIRATORY DISEASES: These include minor ills like the common cold, hay fever (which irritates two million Americans) and asthma (which troubles a million more) and sinusitis. Such ailments probably affect as great a proportion of the public as in 1900. Mass X-ray checkups, drugs and surgery have helped cut TB fatalities 95% in the last 50 years, while vaccines and drugs have greatly reduced pneumonia and influenza mortality. But 90,000 Americans still get TB every year and new forms of flu and pneumonia are appearing.

DIGESTIVE TRACT DISEASES: Upset stomachs, constipation, peptic ulcers, diarrhea and appendicitis form a group of ailments almost as frequent in incidence as the respiratory troubles.

CHILDHOOD DISEASES: With the help of vaccines and drugs, the impact of scarlet fever and whooping cough is low today but measles, mumps and chicken pox hit children nowadays as often as in 1900.

ACCIDENTS

← Accidents are the third most important cause of U.S. deaths, killing some 95,000 people yearly and injuring 9.5 million. They are the leading killers in the 1-34 age group. Most frequent accident is a fall, as that suffered by the paraplegic boy opposite, who fell from a tree and, partly paralyzed, now plays ball on crutches. Auto crashes cause the most accidental deaths.



COMMON COLD

The little girl getting nosedrops has one of the main minor ailments, a cold. The common cold, though seldom serious, is frequent cause of absenteeism and hits everyone in the U.S. on an average of two to three times a year. It is the illness most frequently affecting the American public, but it may become less significant as better cold vaccines are developed.



HEART DISEASES

Diseases of the heart and blood vessels (primarily arteriosclerosis, hypertension, rheumatic heart disease) cause more U.S. deaths—813,000 a year—than any other ailments. Basic causes of the three major cardiovascular diseases are unknown. For each patient who dies—as did heart attack victim in oxygen tent above—eleven others are chronically ill.



CANCER

Like the woman above, whose skin cancer is examined by doctor, 700,000 Americans have cancer. Cancer mortality has increased about 100% since 1900. This is mostly due to older age level of population. The most common cancers are of skin and breast, but lung cancer is main cause of cancer deaths in men. Many cancers can be cured if detected early.



GERM-FREE CHICKS, raised in sterile cylinder at University of Notre Dame and destined for center studying atomic radiation sickness, are placed in shipping pan. With built-in rubber gloves, technicians outside cylinder can swab

chicks with cotton sticks for cleanliness check. These unique chicks have many research uses, are reared under antiseptic conditions with sterile food and thus contain none of the germs that usually interfere with purity of research tests.

FROM ANIMALS, CLUES TO HUMAN CURES

Laboratory animals, long a standby of the experimenting scientist, are today in greater—and more fascinating—use than ever before. Their breeding has become a multimillion-dollar business and every major medical center has animal rooms. The most popular animal still is the fast-breeding mouse, for which demand has risen a millionfold since 1900. One laboratory provides 3,000 newborn mice a day for cancer research alone. And one university studying muscular dystrophy has converted part of its football stadium into mouse-rearing rooms.

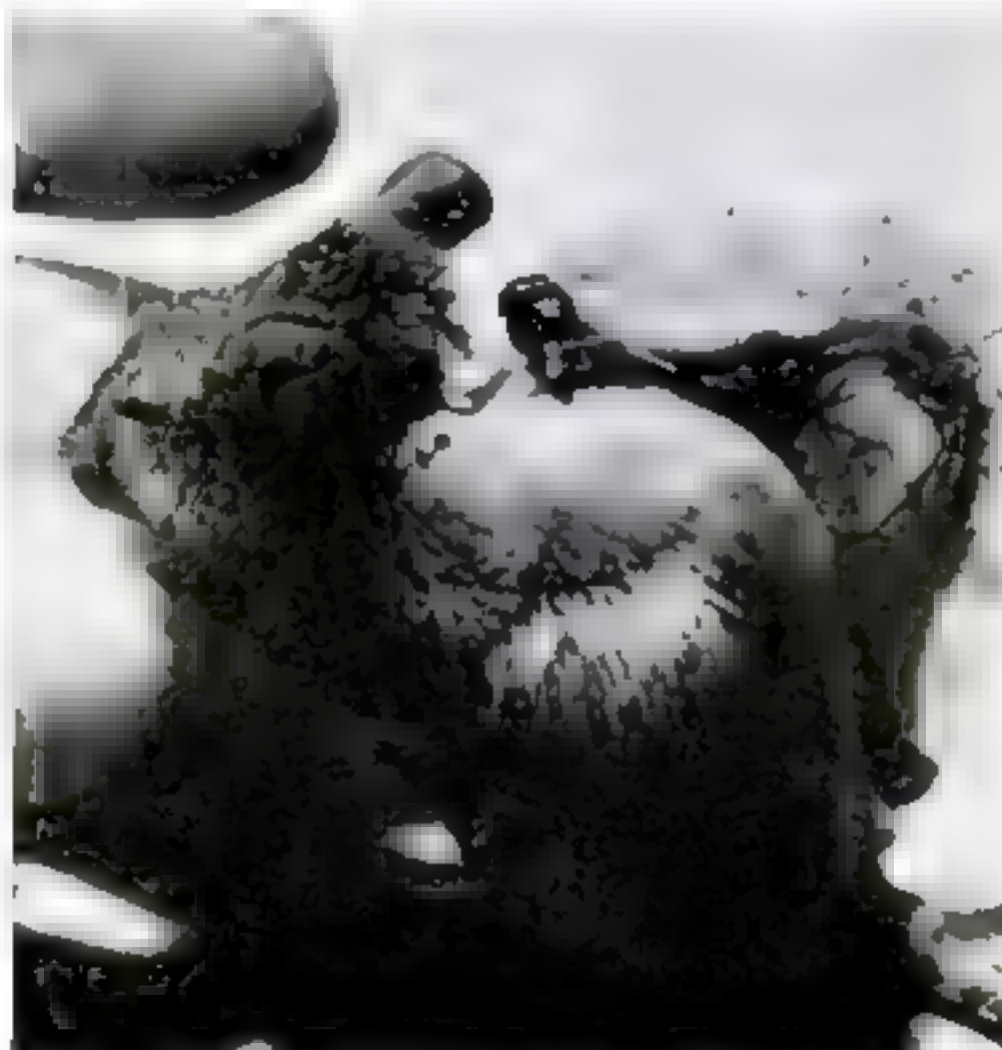
Beyond the mouse, scientists today are using an amazing variety of animal species, from germ-free chicks (*above*) to verminous bats, from treetop possums to oceanic sharks. Many of the animals are specially valuable to research because of unusual physical characteristics. Mud

puppies, having large livers, are used in hepatic studies. Squid, equipped with huge nerves, are helpful in neurological work. Chameleons, whose eyes operate separately, aid optic research. The uniform structure of cats' skulls makes them suitable for experiments on the brain.

The various laboratory animals are frequently put into fantastic situations. At the New England Institute for Medical Research rats are made catatonic in studies on the difference in body chemistry between normal and schizophrenic humans (*below, left*). At Harvard's Dental School monkeys sit in dental chairs for tests on tooth-repairing minerals in saliva (*below, right*). In studies on respiratory ailments, rabbits "smoke" a pack a day. And dogs are being operated on as though they were human, to perfect new heart-lung machines—the latest tools of advanced surgery.



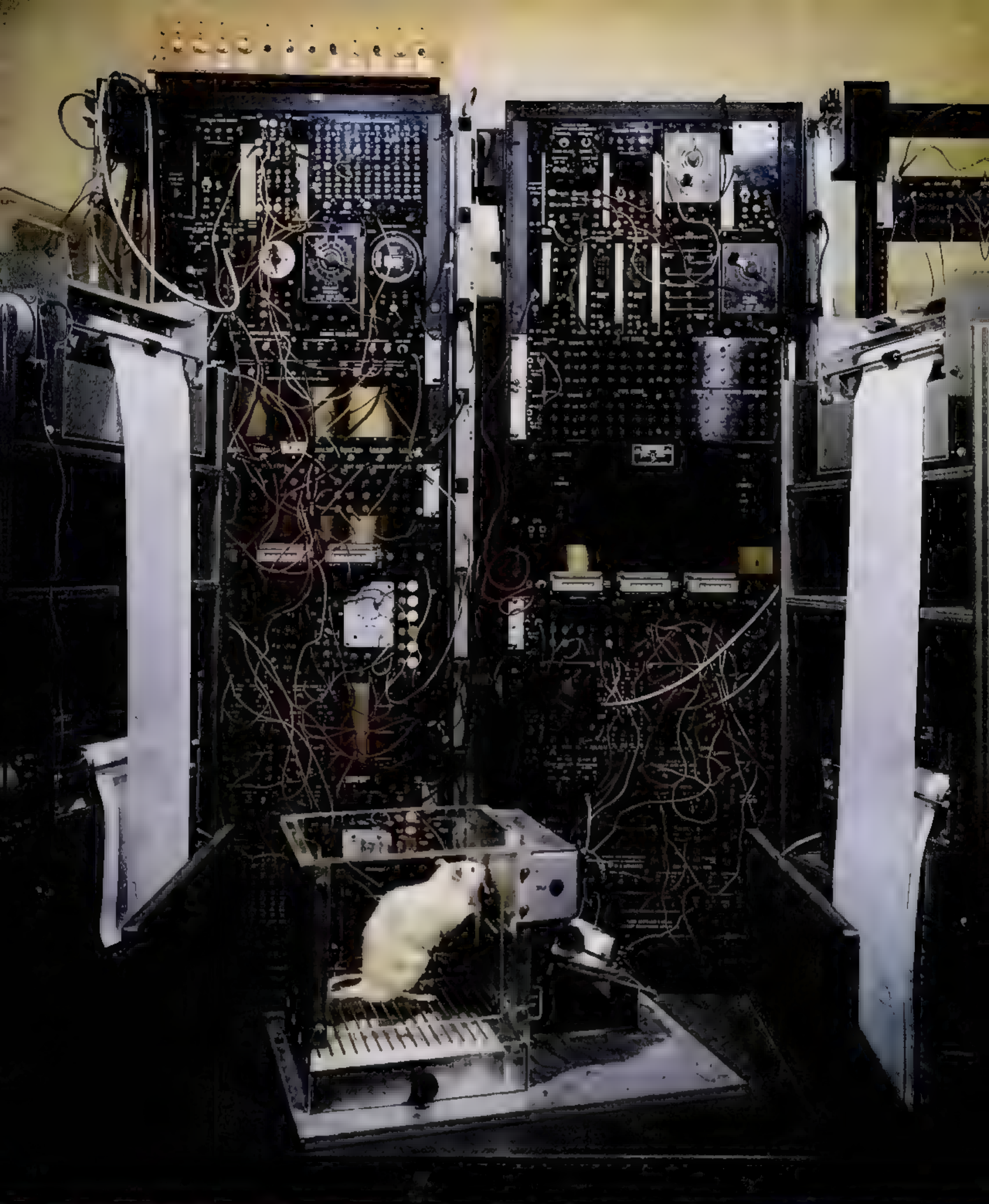
DRUGGED RATS grip racks and hang in dazed rigidity akin to catatonic state of mental patients, are used in study connected with schizophrenia.



MOUSE WITH CANCER has tumor implanted on raised dorsal skin flap that has been inserted in plastic window. There the effect of drugs on the tumor can be watched.



MONKEY'S TEETH, in study of tooth decay, have mineral content removed with acid to see whether chemicals in saliva can rebuild teeth



RODENT VS. ROBOT finds a rat pitted against an electronic machine at Smith, Kline and French Labs in Philadelphia. Machine trains the rat to press a lever repeatedly to get its food, announces dinner with sounds or flashing lights. Graph

at left records each pressing (jog in line), and end of each successful sequence (straight horizontal line). By varying the number of presses needed to get food, the machine measures the rat's drive, hostility, confusion and possible fears.

CONTINUED



METAL "HALO" at Massachusetts General Hospital holds electrode planted in brain to detect changes in brain waves and thus locate abnormal cells which

cause diseases like epilepsy and Parkinsonism. Cells can then be destroyed chemically or electrically. The technique was developed at Temple University,



MAZE OF EQUIPMENT in the operating room at Duke University in Durham, N.C. reflects the complexity of modern surgery. Above, doctors are sewing

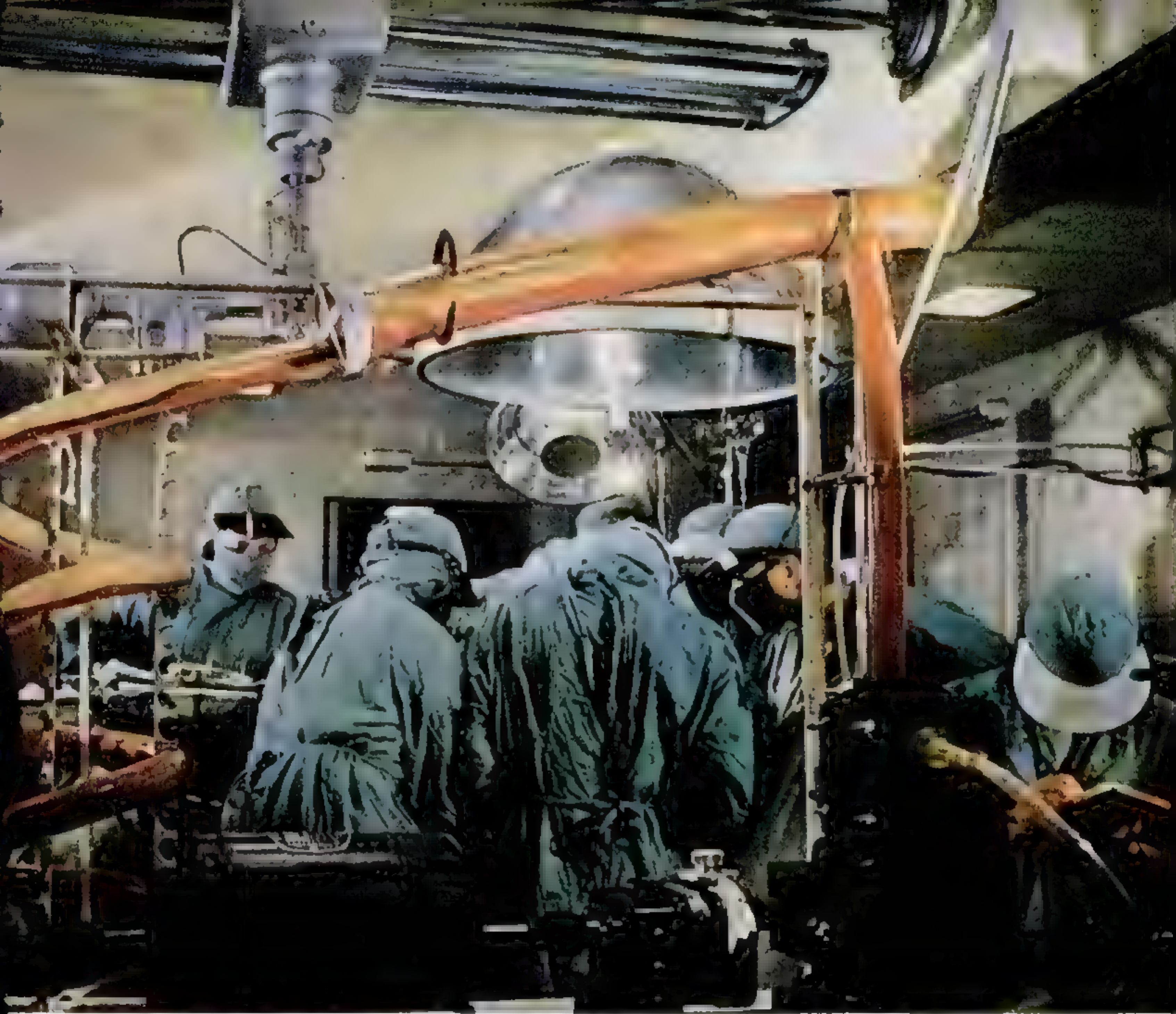


COMPLEX MACHINERY

Despite a profusion of new treatments for illness, the point invariably comes when nothing can help a patient but the knife, and no branch of medicine has advanced as rapidly in recent years as surgery. Surgeons today can treat three kinds of patients which their teachers could rarely have helped—the very young, the very old and the very sick. This has brought a new look to the operating room, giving it the cluttered appearance of a machine shop—which it has virtually become.

For modern surgery, as it probes once inaccessible areas like the brain and heart, requires a vast array of equipment to make such radical operations possible. In many cases vital functions must be interrupted, an achievement made possible by machines that carry them out artificially. Devices like the heart-lung machine above can take over a patient's whole circulation while the heart is immobilized, withdrawing his blood, replenishing it with fresh oxygen and then pumping it back into the body

← **ULTRASONIC GENERATOR** at Columbia Presbyterian destroys diseased portion of inner ear which causes acute dizziness. Glasses prevent eyes focusing as doctors must watch for involuntary motion which indicates operation's progress.



up a hole between chambers of a patient's heart. Turning in foreground forms part of the heart-lung machine which artificially circulates his blood and

supplies it with fresh oxygen. In large section at top is a defoamer, an adaptation of brewery equipment used to remove bubbles from the blood. The

patient's body has been cooled to slow down its metabolism and need for oxygen. Ultrasonic probe measures cardiac pressure as aortic graft

OF MODERN SURGERY

again. A similar machine can perform artificially the functions of his kidneys. A welter of other equipment is required, for the patient must be kept virtually in a state of suspended animation. To achieve this, accessory devices monitor his pulse and blood volume, add coagulants or anticoagulants as needed, and maintain a complex state of anesthesia that can be altered instantly if life begins to ebb.

As the appurtenances of surgery have changed over the years, so have the surgeons' tools, giving him more subtle means of removing diseased tissue. X rays penetrate the body to destroy organs or malignant growths. Ultrasonic waves can be used to pulverize unwanted bits of tissue. And electric currents can destroy regions of the brain which give rise to nervous disorders. But all this adeptness at removing diseased parts of the body would be useless if the surgeons of today were not equally able to replace them with artificial parts of every description (*next page*).

PROBING THE HEART. a doctor adjusts a thin tube, or catheter, inserted through patient's back and into organ. A second catheter has already reached it via a vein in the arm. Catheters indicate the extent of damage to the heart valves.





TISSUE BANK at Naval Medical Center holds tubes of cartilage, bone, ribbons of connective tissue, skin and arteries, all taken from people shortly after death. Flasks below hold an artery, brain sheathing. Motto reads: "From death, life."

SPARE PARTS BANK

Hospitals that have grown used to blood banks and bone banks are currently growing accustomed to a host of other banks as well—eye cornea banks, artery banks and cartilage banks. For as longevity increases, people need more and more spare parts—like the family car. Today surgeons can replace dozens of structural parts of the human body like bone and cartilage with transplants of healthy ones. Though the goal of being able to transplant every type of tissue and even whole organs still lies in the future, each year brings encouraging advances.

Just as promising as tissue transplants are plastics, a direct product of modern technology. Using plastic sheathing, surgeons can make severed arteries regenerate. In its regrowth the artery uses the plastic, which remains embedded, as a kind of trellis. Nerves can regenerate too, as severed ends grow toward one another along a plastic path. Because of their versatility, plastics can be formed into an endless variety of parts. Some doctors believe that one day it may even be possible to make whole organs of plastic. Important as such advances are, the major medical frontier remains the problem of keeping the patient well in the first place, a problem that can only be solved with a deeper understanding of life itself.

PLASTIC PARTS for the heart are the specialty of Dr. Selwyn McCabe of the National Heart Institute, who holds an experimental heart made of polyvinyl chloride. At left dangles the pump which operates it. If the heart can be perfected, McCabe hopes to use it during operations in which actual heart activity must be interrupted for long intervals. On the table is a collection of plastic heart valves he has developed and the molds, many of them metal, they were cast in.





DACRON TUBING is implanted in a patient at the University of Illinois to replace a weak section of aorta which has become distended. At top, woven tubing is checked against a section to be removed. Then the left end is sewn in place (center), and finally it expands (bottom) as blood flows through it.

CONTINUED



ISOLATED KIDNEY, taken from a dog, continues functioning in a square plastic cage at the Harvard Medical School. Via a pump (lower right) the kidney is given whole blood to determine how an organ can be kept alive outside the body.

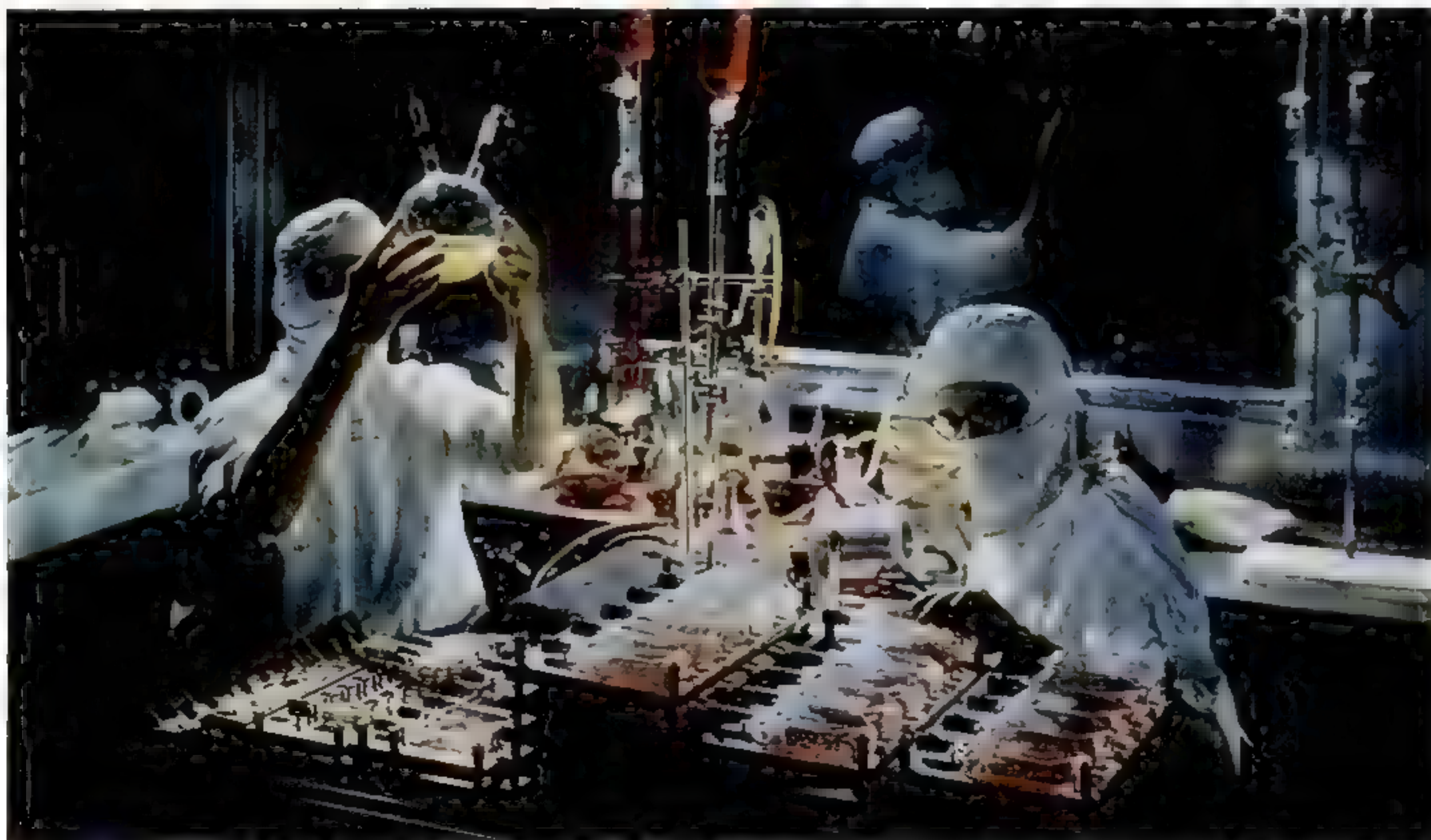


ANALYZING CHEMICALS in experimental drugs, ultraviolet lamps cause spots on paper to glow. Drugs put near the center diffused outward by capillary action. Different components moved different distances, became separated for analysis.

THE FINAL PROBLEM

The basic biology of life takes place at a level no human eye will ever see—among the molecules which make up living things. The body is a remarkable chemical laboratory in which genes determine growth and development, enzymes digest food or instruct muscles to contract, hormones cause glands to secrete other hormones. The result of these interactions of molecule upon molecule is a living being, and an understanding of how these processes work is an understanding of health and of life itself.

To get at such an understanding, scientists have evolved an array of ingenious techniques. They feed the molecules to growing cells, or growing animals, to see what products are formed. They analyze their structure to learn what forces are involved when molecule meets molecule. Such research will have profound effects. It has already led to the great discovery that schizophrenia is actually caused by a chemical change in the body. And diseases like cancer, arthritis and hundreds more also have their origins in this invisible world of the body's chemistry.



LIVING CELLS are handled by workers wearing sterile masks at the National Cancer Institute in Bethesda, Md., where cells are raised in cultures and then studied to determine how they grow, multiply and sometimes become cancerous.

VIRUS ANALYZER at the University of California's Virus Laboratory gets a → shakenown test. Mixtures of proteins derived from virus will move from tube to tube to be broken down into basic components, thus revealing virus's structure.





DANIEL WEBSTER VISITS JAMES CROW'S DISTILLERY

The great orator unhesitatingly pronounced his friend Crow's Kentucky whiskey

"the finest in the world"



LIGHT · MILD · 86 PROOF

OLD CROW

America's Favorite Bourbon

Old Crow was first distilled in the days when Henry Clay and Daniel Webster represented their states in the Senate. Since then, its popularity has grown and grown, and today it is America's favorite bourbon. You may pay a little more—but 86 Proof Old Crow's mildness, fine taste and Kentucky quality are worth it.

"The Greatest Name in Bourbon"



THE OLD CROW DISTILLERY COMPANY, FRANKFORT, KENTUCKY, DISTRIBUTED BY NATIONAL DISTILLERS PRODUCTS COMPANY.



Official Cadillac becomes school bus as Dick Lee, called "Dickace" by neighborhood children, picks them up on his way to city hall

City Clean-up Champion

I WON'T accept things as they are," says Dick Lee, "and just because they've always been that way doesn't mean we shouldn't change." Lee, who had to take a job at 12 to help support his family, at 36 became the youngest elected mayor of his home town of New Haven, Conn. There in 1953 he faced not only the widespread lament that "this is a dying city and nobody can save it" but a set of facts which seemed to prove just that. Slums infested the downtown area, the city's population had leveled off at 165,000 and business was fleeing town. Within a year Dick Lee, an organizer and a man of limitless energy and social dedication ("I have a built-in sense of urgency"), had inspired city fathers into adopting a

bold program of urban revival and redevelopment. In four years Lee and his Citizens Action Commission have gotten underway five projects. The first two, seen below, will cost \$125 million, 28% of it paid by federal loans and grants. New Haven, now a model for the solution to the grave problem of urban decay, today attracts visitors from all over the world. And Dick Lee, re-elected for a third term last fall by the biggest plurality in city history, has put himself squarely in line for a U.S. Senate nomination on the Democratic ticket. "But it's been a lonely job," says Mayor Lee, who likes to be around people of all ages. "I ask myself why it's so lonely and I know it's because I fight so hard and feel so deeply."



NEW HAVEN in transition spreads out behind Mayor Lee. Cleared area is site of Oak Street slum clearance project. Near A three apartment houses will go up. At B and C will be parking lots for 1,000 cars and shopping area. Arrow at D points to second project, the \$85 million Church Street commercial development.

E is \$12 million telephone building under construction. F is central portion of link to turnpike. Yale towers are on skyline.

"We've come a long way since 1953. Now when I talk about changing things nobody laughs any more. Nobody thinks I'm crazy."



In cab of crane Lee swings skull cracker (left) at last piece of Oak Street demolition his administration started in 1957.

"Some mayors give out keys to the city. We knock down buildings for our guests. This area was a slum 50 years ago. I could hardly rest until we started clearing it."



At upper left in meeting of citizen's commission is City Planner M.E.H. Rotival, whose 1941 plan for New Haven is being used.

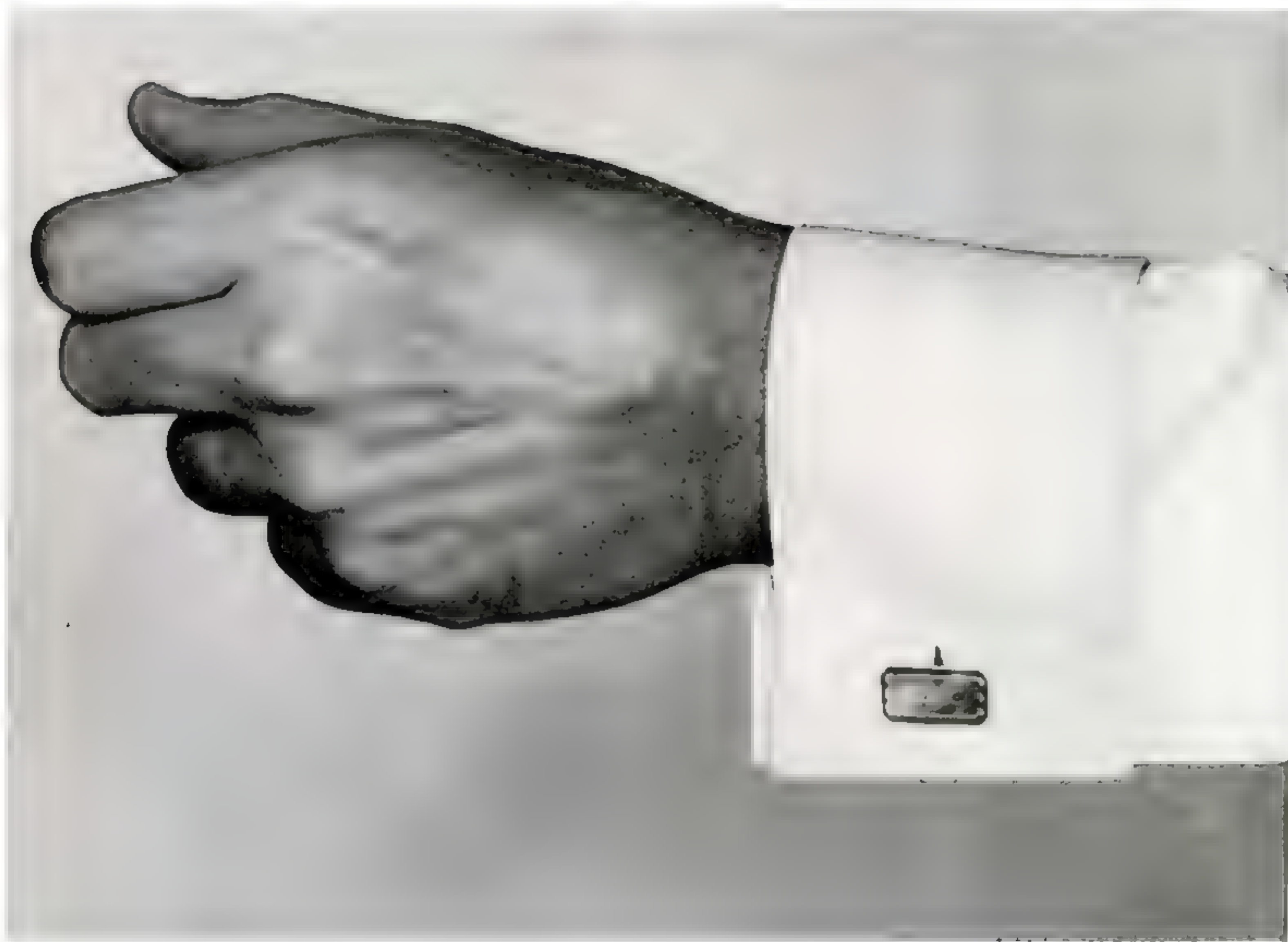
Foot on telephone table, Lee takes a breather from City Hall routine which can bring 60 people to office for an average day.

"These men are accustomed to thinking big—in broad, daring concepts. They're the ones who get the ball rolling."

"I have peaks of exultation and drive, drive, drive. Then I have black moods and every evening I get down on my knees and pray."



CONTINUED



The new ARROW LINK CUFF

The luxury look of a French cuff, convenience of a regular cuff

The Arrow *LINK CUFF*[®] is catching on fast. It combines the luxury appearance of a French cuff with the convenience of regular cuffs.

It is made by folding over a double layer of fabric, stitching it flat the meticulous Arrow way and... voilà! Two link holes in-

stead of four. Easier to slip links in... and much easier to iron.

You'll find Arrow *Link Cuff* shirts in many collar styles. Now at your Arrow retailer's, from \$4.00.

[®]Trademark

Cluett, Peabody & Co., Inc.

ARROW

first in fashion

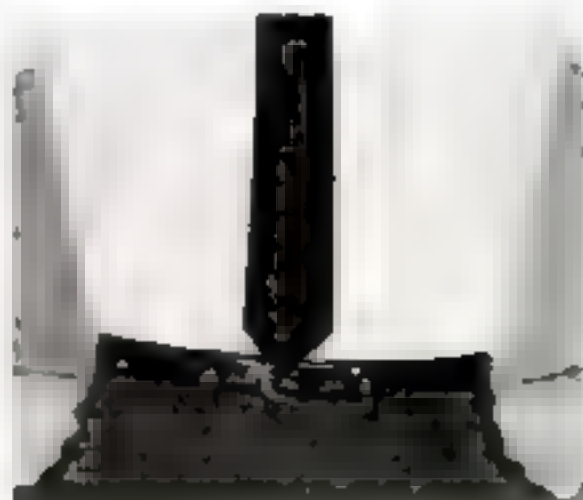
Five fitting reasons why men prefer Arrow five to one ➤



1. The Perfect Collar—Designed to conform with natural neck slope for better fit, greater comfort, smarter appearance.



2. The Perfect Shoulder—Tailored to lie flat and smooth. Never binds or bulges. Comfortable with or without a coat.



3. The Perfect Waist—Cut the tapered Mitoga[®] way to conform with natural body lines. Always trim and smooth.



4. The Perfect Sleeve—Shaped to follow arm contour. Comfortably roomy at armhole and elbow. Truly tapered at cuff.



5. The Quality Extras—Anchored, chip-proof buttons. Finest pre-tested fabrics. "Sanforized" [®] to resist shrinkage.

ADVICE ON
Skin Blemishes
FROM

CLEARASIL PERSONALITY of the MONTH

PAT FERRER, Graduate '57, Westhampton Beach High School, L. I., N. Y.



Meet popular Patricia Ferrer and some of her lively friends. Pat took top honors in high school in home economics . . . she's a beauty contest winner, too. Pat loves music, dancing, swimming, dramatics. She works as a receptionist in a busy office. When you're meeting people as often as Pat, you simply can't let pimples keep you from looking your best.

Read what Pat did: "I had more than my share of blemishes and tried everything from egg whites to prescriptions, without results. One of my girl friends suggested Clearasil. I tried it and it did wonders. I thank Clearasil for the clear, smooth skin I have today."

Pat Ferrer

East Moriches, Long Island, N. Y.

*Would your experience
help others?*

Millions of young people have proved...

SCIENTIFIC CLEARASIL MEDICATION 'STARVES' PIMPLES

Skin-Colored . . . hides pimples while it works! CLEARASIL can help you, too, gain clear attractive skin and a more appealing personality. In new squeeze bottle Lotion or famous Tube, CLEARASIL gives you the medications prescribed by leading skin specialists.

Why Clearasil Works Fast: 1. CLEARASIL's 'keratolytic' action penetrates pimples. 2. Antiseptic action stops growth of bacteria that can cause pimples. 3. CLEARASIL 'starves' pimples . . . helps remove the excess oil that 'feeds' pimples. And CLEARASIL loosens blackheads so they 'float' out with washing.

Proved by Skin Specialists! In tests on over 300 patients, 9 out of every 10 cases were completely cleared up or definitely improved while using CLEARASIL (either Lotion or Tube) in tube, 69¢ and 98¢. Long-lasting Lotion squeeze bottle only \$1.25 (no fed. tax).

Money-back guarantee. At all drug counters.



You, too, may have had skin problems and found Clearasil helped end them. When you think of the distress caused by pimples and the wonderful relief that effective treatment can bring, you may want to help others. You can, by writing us a letter about your experience with Clearasil. Attach a recent photograph of yourself (a good close-up snapshot will do). You may be the next CLEARASIL PERSONALITY of the MONTH. Write: Clearasil, Dept. AC, 180 Mamaronck Avenue, White Plains, N. Y.

SPECIAL OFFER NOW: For 2 weeks' supply of CLEARASIL send name, address and 15¢ to Box 260-BH (for Tube) or Box 260-BJ (for Lotion), Eastco, Inc., New York 46, N. Y. Expires April 30, 1958.

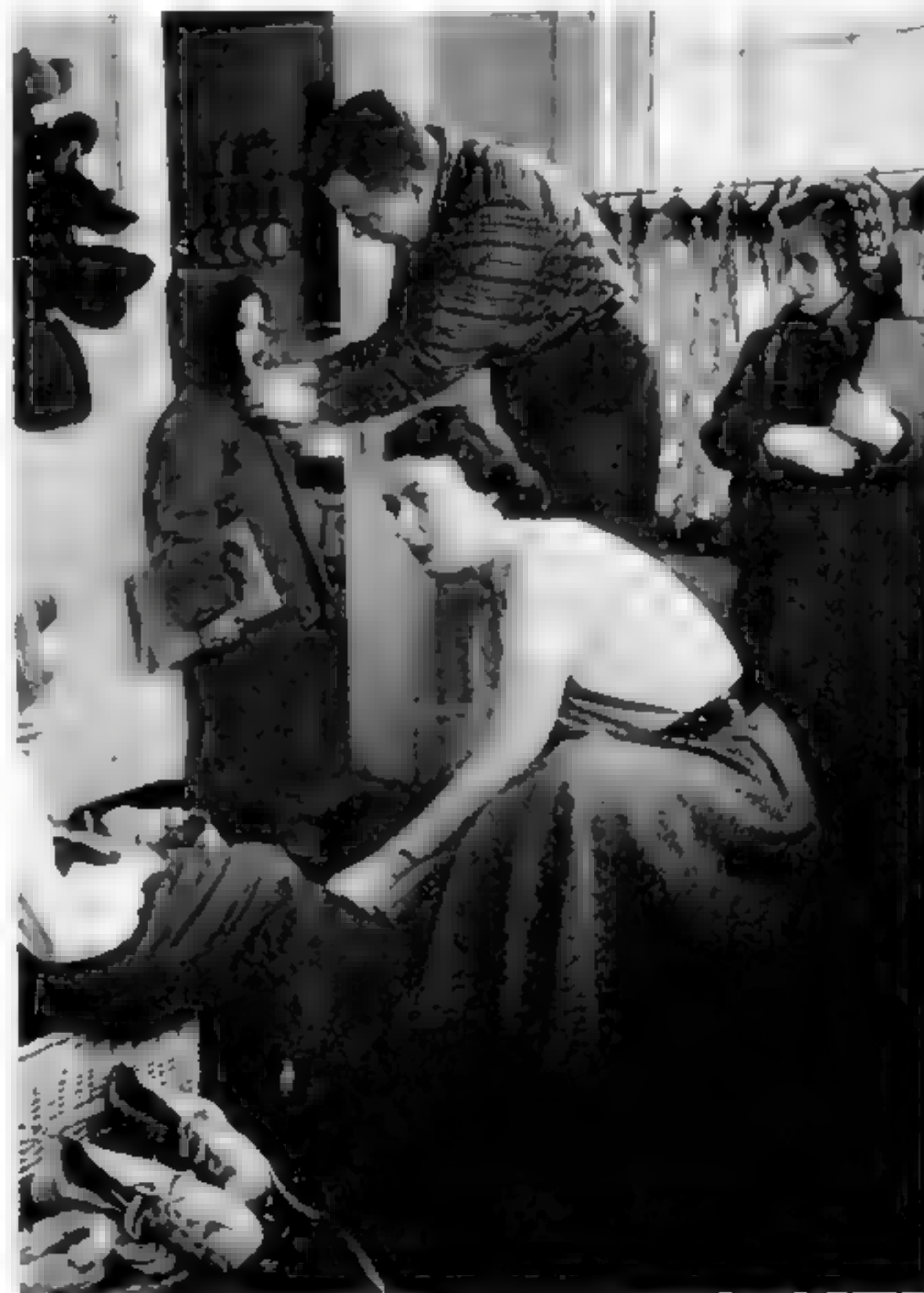
Largest-Selling Pimple Medication in America (including Canada)

DICK LEE CONTINUED



In snow-covered yard of modest house on Shelton Avenue, near area where he grew up, Lee prepares steak for barbecue as neighborhood children play on pond he made.

"The neighbors think I'm crazy cooking in the snow but they're used to me by now. There's so much real happiness here, so much ordinariness. If you know what I mean, no pretense, the shirttail or shirt-sleeve kind of place, that I know the day we ever move we'll have regrets."



In laundry room Lee zippers up his daughter Sally's friend Jimbo Jerolman, whose father and Lee were high school classmates, while wife Ellen dresses 6-year-old Sally.

"It seems like we're always dressing and undressing kids. They gather here in the morning for a ride to school or church on Sunday. We have a few ground rules—they must stay out of the garage, out of the cherry tree and there can't be any ganging up in groups."



"Double Daffodil" negligee—a burst of pleated petals on a slender silk stem—designed for Scott by Pallavicini. Matching double luxury—the superb 2-ply "facial quality" bath tissue, Soft-Weve by Scott. Now wrapped in cellophane to *show* you the lovely, delicate Soft-Weve colors.



*Probably the most noticed luxury
in your home...*

Soft-Weve[®] by Scott
2-PLY "FACIAL QUALITY" BATH TISSUE



Pabst



America's oldest and most experienced national brewer · established 1844

PHOTOGRAPH BY RICHARD AVEDON

makes it perfect!

From fun in the snow to the fireside's glow — and Pabst makes it perfect! What'll you have? Pabst Blue Ribbon, of course — clearly refreshing and clearly delicious! If you're in favor of flavor, you make it Pabst — because Pabst makes it perfect . . . finest beer served anywhere!



Pabst Blue Ribbon Beer • Old Tankard Ale • Andeaker Draught Supreme

© 1958. TRADEMARKS REG. U. S. PAT. OFF. PABST BREWING COMPANY, MILWAUKEE, PEORIA HEIGHTS, NEWARK, LOS ANGELES.

A CROWNING ACHIEVEMENT...FROM EVERY STANDPOINT!



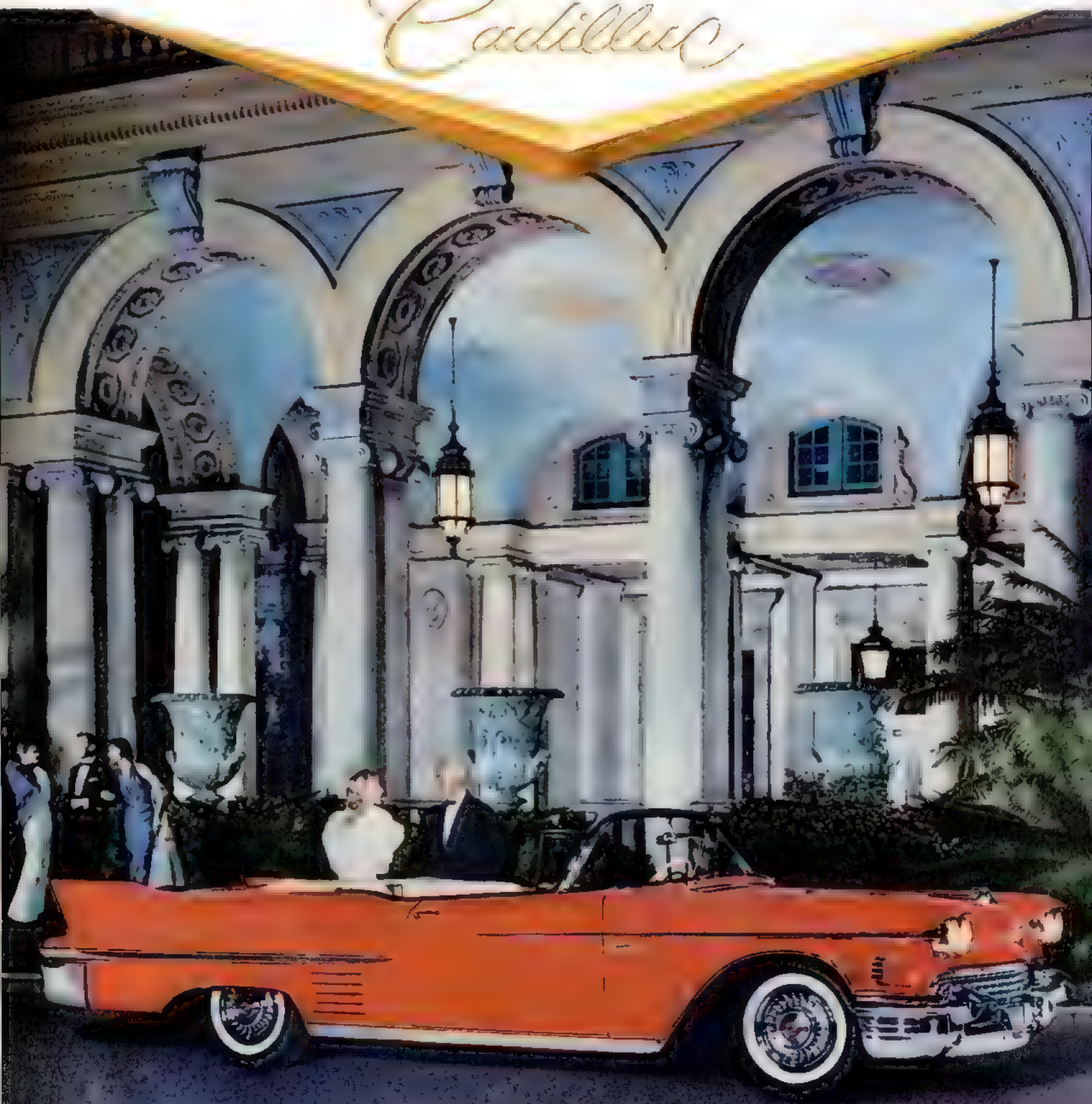
You need only to behold this newest of Cadillacs to understand that it represents motordom's crowning achievement in beauty and majesty and elegance. And yet, its true greatness cannot be measured by the eye alone. For it is equally advanced in *all* the things that make a Cadillac a Cadillac—in the magnificence of its Fleetwood coachcrafting...in the wonders of its performance...in the

soundness of its design and construction...and in the practical aspects of its ownership. We suggest you investigate all these virtues as they apply to all the Cadillac models, including the Eldorado Brougham. Your dealer will be happy to assist you at any time.

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

Every Window of Every Cadillac is Safety Plate Glass • Aim Your Headlights Twice A Year

Cadillac



THEATER



ANNE BANCROFT IN PLAY SNIFFS ECSTATICALLY AT CAKE OF FANCY SOAP GIVEN HER BY HENRY FONDA

Two on Seesaw of Love

The two people on this page, meeting face to face or talking to each other on the telephone, are the only characters in a new Broadway hit, *Two for the Seesaw*. As a troubled husband who has separated from his wife in Nebraska, Henry Fonda holds down his end with the skill of a veteran star. As a wayward waif who befriends him in New York, Anne Bancroft in her Broadway debut is the most highly praised newcomer of this theater season. They balance each other perfectly.

For a strenuous two hours Anne Bancroft is on

stage almost continuously. As the girl named Gittel, who is toying with being a ballet dancer but is searching for self-respect most of all, she projects a wide range of emotions from boydenish joy to despair to fury to hurt pride and tender passion. By the end of the play, which William Gibson wrote with equal measures of humor and poignance, Gittel and her man part company. Though they have failed to find enduring love, they both feel they have helped each other to find themselves, and the short ride on the seesaw was worthwhile.



SURPRISE lights up Gittel's face as she gets telephone call from Fonda after a last oral meeting.



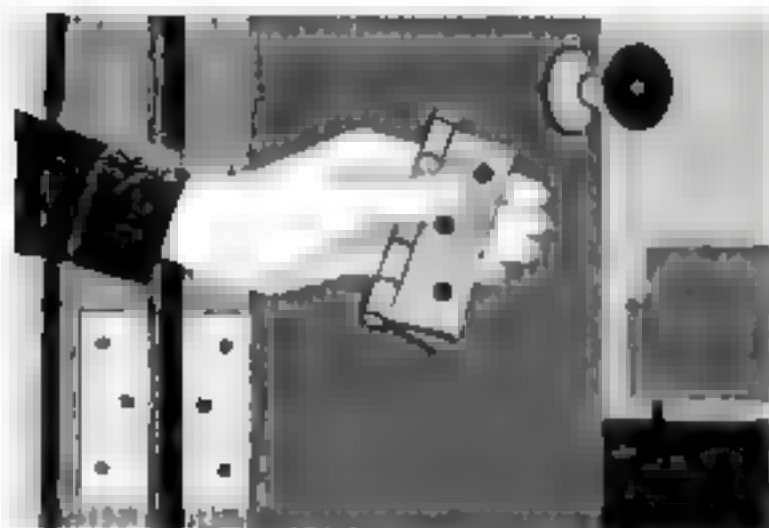
DELIGHT is registered by Gittel as Fonda asks her if she would "care to try being half a pair."



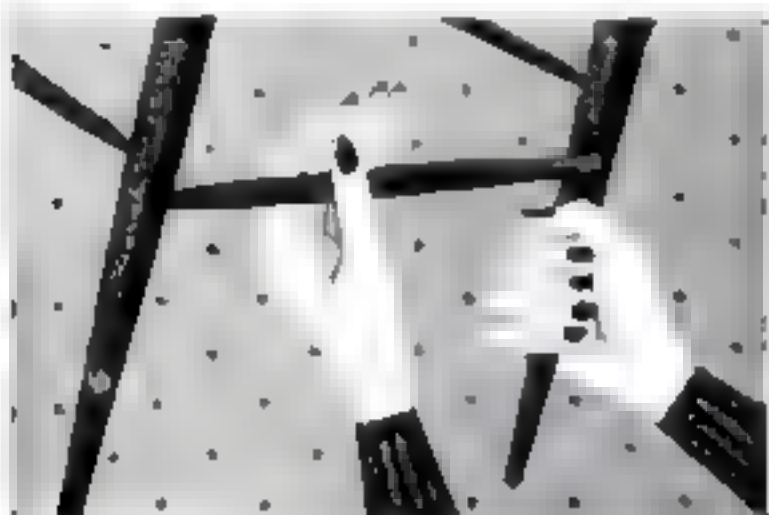
AMAZEMENT seizes her after he hangs up and she realizes he really seems to be in love with her.

FIX-IT TIPS

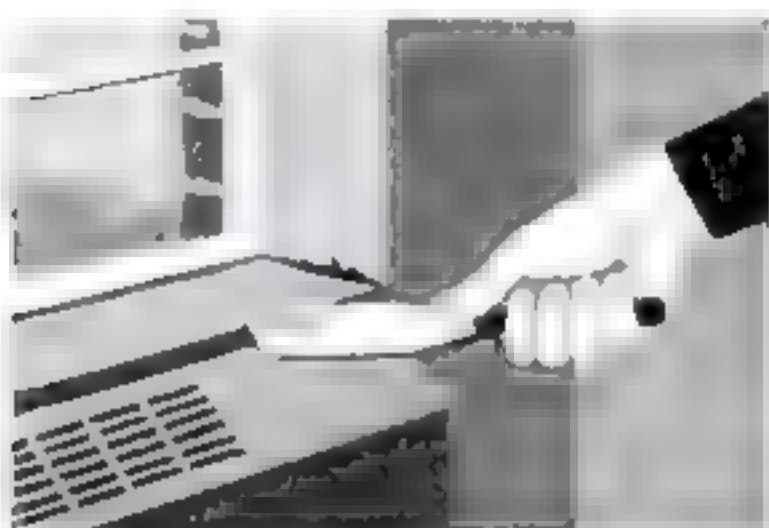
with "Plastic Wood"



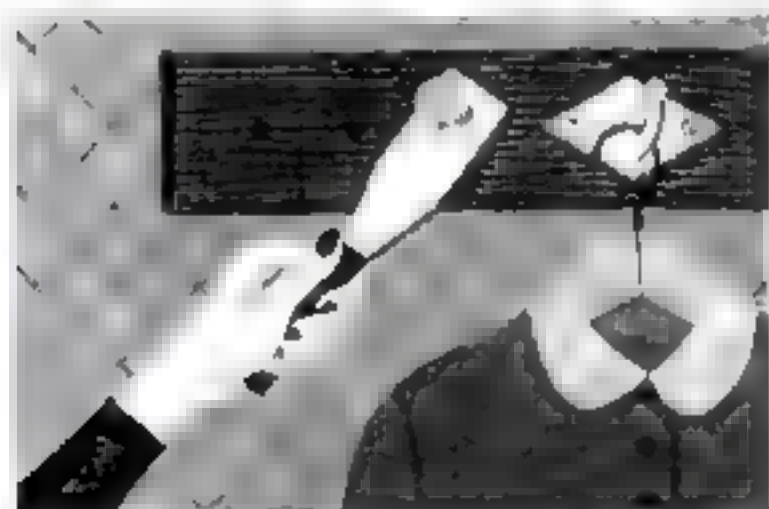
Hinges loose? Take out screws. Fill holes with *hard-holding* Plastic Wood. Let it dry, then screw screws back in.



Chair leg loose? Remove rungs. Put soft Plastic Wood in holes. Replace rungs and let it dry. Makes chair *stronger* than new.



Split show? Fill splits, cracks, and holes with Plastic Wood. *Can be sanded, stained, or painted* to match surrounding surface.



Hook loose? Remove hook. Fill hole with Plastic Wood. When dry, screw hook back in. *Actually holds harder than wood.*



Set things right with the **only**
"PLASTIC WOOD"



IN FIT OF FURY, after quarreling with Fonda because he objected to seeing her with another man, Gittel rips

off her blouse. She is too proud to admit to him that she is suffering from a serious illness and wants to go to sleep.



FONDA WHACKS HER with newspaper as the quarrel goes on. She has put her coat on backwards to keep warm.

RECONCILIATION takes place when Fonda realizes that she is indeed sick. Later he nurses her back to health.



CONTINUED

Emotional Tensions

*drain your skin
of beauty oils
— every day*

Skin authorities say the emotional tensions of everyday life can drain your skin of its own beauty giving fluids. That's why by evening, your skin looks drawn and dry.



The puppy tracks in mud...



Baby upsets the bath powder



... Your nerves jangle ...



as the youngsters wrangle!

Pond's exclusive formula replaces the beauty oils that tension drains away



Oh—what a blissful feeling—when Pond's brings your beauty *alive* again!

As you cream and cleanse your skin with Pond's Cold Cream—you relax luxuriously—tension lines fade. Taut skin smooths out. A wonderful softness steals over your whole face.

Deep-cleanses to let beauty oils in

Today your skin is thirstier than ever for Pond's rich "beauty oil" formula. As it deep-cleanses, Pond's replaces the softening oils your skin has lost through the "rush" hours of your day.

This is the *beauty extra* that Pond's Cold Cream gives you—the surge of excitement you feel as your skin glows with fresh renewed radiance. He'll notice it, too, when you're close enough to kiss.

You need never be too busy to be beautiful. Let Pond's Cold Cream work this magic for *you*—tonight.



Today—in **37 seconds**—bring out the beauty that is *naturally* yours

**You need never be too busy
to be beautiful**



DANCING WITH NIECE Julie 1 Anne relaxes a little. She says she would like to be a musical

'SEESAW' CONTINUED

ANNE'S 'EMOTIONAL REPLENISHMENT'

"I haven't time to be thrilled," said Anne Bancroft a few days after critics called her "a perfect treasure," "wild and willful and wonderfully funny." All she wanted was to rest up from her acting chores at her parents' home in Yonkers. "I had to be emotionally replenished," she said, "just by doing simple things like playing with my sister's children."

After passing a screen test seven years ago when she was 20, Anne went to Hollywood under contract to 20th Century-Fox. Darryl Zanuck said she had to change her real name, Anne Italiano, and offered her a list of possible names. She picked Bancroft, she said, "because I felt it had stature." Anne appeared in 15 movies without much success. When a friend let her see an early script of *Seesaw*, she read the role to Producer Fred Coe, who declared she was perfect for it, hired her before he had filled the other role. Several male stars refused to act with her, feeling she was too inexperienced. Finally Henry Fonda had the confidence—now so well justified—to team up with Anne.



STUDYING WITH MOTHER, who is a piano operator, Anne views role widely as a "perfect

BESIDE A BASKET OF FLOWERS SENT TO HER BY ADMIRING RELATIVES, ANNE ENCOURAGES ANOTHER NIECE, ONE-YEAR-OLD TERESA, TO TAKE FIRST STEPS





New Simoniz Floor Wax— **childproof** because there's **vinyl** in it!

Vinyl—tough, brilliant vinyl—makes new Simoniz® Floor Wax the toughest, glossiest floor wax ever.

Now, kids can spill on your floors. Romp on them. Track on them. Vinyl, the miracle ingredient, means *childproof* protection.

Floors never shone so mirror-bright. Never stayed so bright, so long . . . even with frequent damp mopping. Yet, when it comes to re-waxing, new Simoniz Floor Wax removes evenly—no blotching.

New Simoniz Floor Wax polishes itself. You don't need to buff. You don't need to rub. Try it.

**For all floors—
linoleum,
rubber,
asphalt,
vinyl tile and
finished wood**



SIMONIZ MAKES IT

They'll know you've
when you drive up



arrived in an Edsel



It shows them all
what new really means
—outside, inside,
and on the road!

Step into the 1958 Edsel and you'll soon find out where the excitement is this year. Drivers coming toward you spot that classic vertical grille a block away. And as you pass, they glance into their rear-view mirrors for another look at this year's most exciting car.

On the open road, your Edsel is watched eagerly for the already-famous performance of its big, new V-8 Edsel Engine. And parked in front of your home, your Edsel always gets even more attention—because it always says a lot about you. It says you chose elegant styling, luxurious comfort and such exclusive features as Edsel's famous Teletouch Drive—only shift that puts the buttons where they belong, on the steering-wheel hub.

Your Edsel also means you made a wonderful buy. For of all medium-priced cars, this one really new car is actually priced the lowest.* See your Edsel Dealer this week.

*Based on actual comparison of suggested retail delivered prices of the Edsel Ranger and similarly equipped cars in the medium-price field.

EDSEL DIVISION • FORD MOTOR COMPANY

Left: Edsel Citation 2-door Hardtop. Engine: the E-475, with 475 foot-pounds of torque, 10.5 to one compression ratio, 345 horsepower. Transmission: Automatic with Teletouch Drive. Suspension: Ball joint with optional air suspension. Brakes: self-adjusting.

*Of all medium-priced cars,
the one that's really new
is the lowest-priced, too!*

1958 EDSEL



Pizza as Italian as Naples...
yours in minutes with real Italian-style
CHEF BOY-AR-DEE® Pizza Pie Mix

You get all the makings in one box: crust ingredients,
zippy pizza sauce—even golden cheese for the top!
Makes the most delicious snack this side of the ocean!



Bachelor Father to Seven Youngsters

Fatherhood with a wife to help is complex enough. But when it is suddenly thrust on a lifelong bachelor, it is inevitably—filled with wondrous bafflement. To Jim McQuiston, who at 52 has just found himself single-handedly responsible for seven youngsters, the simplest routines are a source of amazement. Fixing breakfast for his big new brood, Jim muses, "It never even occurred to me that each child would demand a different cereal." Used to attending early Mass, he once missed the 11 o'clock Mass when his 6-year-old got locked into toy handcuffs.

Jim got his new duties when Mary Lange, an Inglewood, Calif. widow, died of cancer

in December. Mrs. Lange's dearest wish was that her seven children somehow stay together in their own home. For a foster parent Mrs. Lange chose her bachelor cousin. McQuiston quit his job as a furrier in Omaha and moved west to take care of Bill, 18; Jack, 15; Mary Ann, 14; Tommy, 11; Joan, 10; Robert, 6; and Jerry, 5.

With only a parttime housekeeper to help, Jim now handles family cooking, shopping and discipline. It is going well, as shown in these pictures by LIFE Photographer Allan Grant. "I had always wanted to marry," says Jim, "and now I've got a fine family. That's as much as a poor old bachelor can ask."



SHARING SECRET, bachelor father McQuiston gives a pat to Joan, "who needs a lot of affection."

WHOLE FAMILY is (from left) Tommy, Mary Ann, Robert, Bill, McQuiston, Jerry, Joan, Jack.





MCQUISTON GIVES JERRY HIS FIRST LESSON ON A TWO-WHEELER. "POOP, STEADY THERE, HEY, WATCH OUT, YOU'RE TIPPING, NOT SO FAST, JERRY, NOT SO . . ."





AFTER BOTH FALL (ABOVE) THEY GRADUALLY PICK THEMSELVES UP (BELOW)



ROCK 'N' ROLL DEMONSTRATION is undertaken by Tommy and Joan (above). Then Joan gives Jim a lesson (below). Their dances are a deep mystery to him. "And talking to each other they have their own special language—bug you, man. Real cool" seems to mean what "real hot" means to me.



BACHELOR FATHER CONTINUED



CHECKING SPELLING, McQuiston helps Robert with studies. Joann does her homework and Jerry looks on. "I only want to see them learn more than I did."



SHOPPING IN SUPERMARKET, he looks for the cereals each child likes. "Taste isn't all—I've found you gotta get the boxes with the right cut-outs."



AT NIGHTLY PRAYER the family kneels together to say the Rosary beneath Mrs. Lange's portrait. She asked to have the ritual continued. Says Jim: "She was

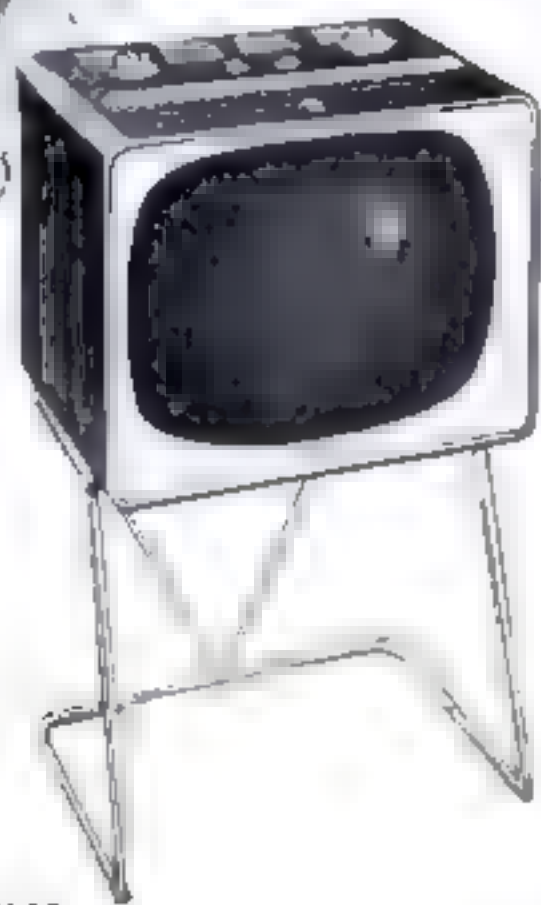
a great mother to them. The most I can hope is to see to it they don't forget what she taught them. I can't be a real father, but maybe I can be the next best thing."

CONTINUED

New power !
New glamour !
New mobility !

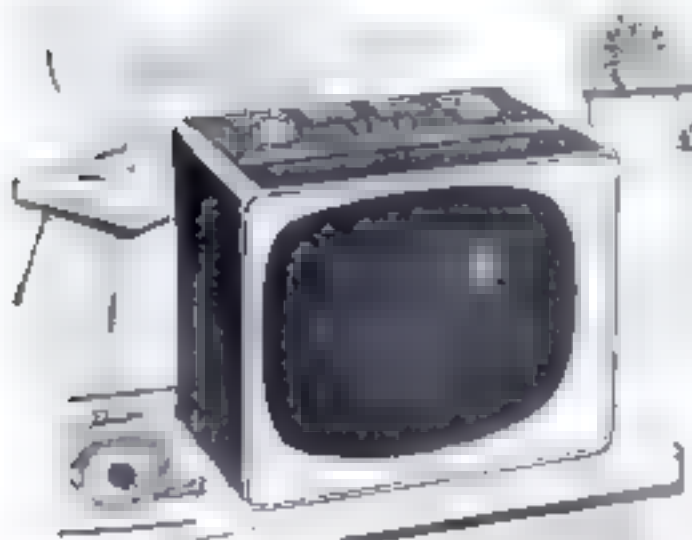
SYLVANIA Black Knight PORTABLE

with the new LONG-LANCE antenna !



Model 17P105—
mahogany or blonde grained finishes

Designed to please you at home
Handsome enough for any room, the Black Knight makes an ideal first set or replacement. It's crisply styled in color or wood finishes, with brass.



Model 17P104—
sleek ebony-black finish

A dashing companion on the roam
On its stand or off, the slender, sturdy, powerful Black Knight is packed with get-up-and-go. It's engineered to bring in weak signals.

Model 17P202—two-tone
Heraldic styling in azure blue
and black, or garnet red and white



Need living-room TV . . . an extra set . . . a portable?
The dashing Black Knight fills all of these jobs with aplomb. Glamorous Heraldic styling and versatile stand add to its unusual accomplishments.

It has the longest range in Portable TV, thanks to Sylvania's Long-Lance Dual Antenna—40" long.

It's packed with extra power from Sylvania's performance-proved S-110 Chassis.

It gives you an improved big-screen picture: The picture size is 17" overall diagonal; 150 square inches of viewable area.

It travels light—and rests easy—anywhere. The new slim proportions and the strong, built-in brass handle make the Black Knight truly portable.

It wins honors as a portable consolette. Here's a new kind of mobility: a unique brass stand turns the Black Knight into a featherweight consolette. It's so light and perfectly balanced you just pick it up by the handle and tote it from room to room.

SYLVANIA BLACK KNIGHT PORTABLES ARE

PRICED
FROM **\$149⁹⁵**

Manufacturer's suggested retail price

FREE! Black Knight Stand
a \$9.95 value

Mounted on its clever, custom-made brass stand, the Black Knight travels fast from room to room . . . and takes its "parking space" along. Pick the set up, and the stand stays right with it . . . or you can leave the stand behind with just a touch of your toe.

For a limited time only, the stand is yours, free, when you buy your Black Knight from most Sylvania dealers in Continental U. S.

Keep your eye on **SYLVANIA**  ... fastest growing name in sight

SYLVANIA ELECTRIC PRODUCTS INC. • Lighting • Television • Radio • Electronics • Photography • Atomic Energy • Chemistry • Metallurgy • Radio & TV Division, Mahwah, N. Y. • In Canada: Televisions made by Sylvania Electric (Canada) Ltd., distributed by Sylvania Northern Appliance & TV Sales



BEDTIME BATH is given to Jerry. "Soon they'll be asleep and at last I'll have a little peace and quiet. And, you know, sometimes I find that peace and quiet

get on my nerves even more than all the screaming, yelling and general ruckus of the daytime. It shows how quickly you get used to a whole new way of life."

Quality at your feet...



THE FREEWAYS

*Easy-going comfort
with a continental dash*

These light, flexible shoes have all the comfort a busy American wants. Yet their smart new styling will get admiring glances at home, the office, or the club. Take your choice of Freeways... they all have that famous Roblee "open-collar" feeling. Roblee Division, Brown Shoe Company, St. Louis.

Shoes illustrated **12⁹⁵** Other Roblee styles 10.95 to 18.95. Slightly higher Denver West.



Lightweight, supple, grain glove leather



Soft, smooth fitting at heel



New superflexible construction

ROBLEE®

THE SHOE WITH THE OPEN-COLLAR FEELING

Do you own your car, or does your car own you?

NEW RAMBLER AMERICAN CH

by George Romney
President
American Motors Corporation

This month, American Motors adds the Rambler American to a family of cars of a modern, different concept.



This five-passenger, 100-inch-wheelbase Rambler American is the smallest of the modern compact Ramblers.

Like the other Ramblers, it is much more than just "another new car." Each is a ringing declaration of independence for the U. S. motorist.

An Iron Mold of Big Car Conformity

Over the years, automobile design, selling and advertising clamped an iron mold of big car conformity on the U. S. public, and created a "big car complex."

The public has been told keeping in step with the times demands every year a car longer, wider, heavier, greater in gas-hungry horsepower, more ornate in styling.

As a result, the smallest 1958 cars of our major competitors are now as big as their biggest cars used to be, but without comparable increase in room. These cars have outgrown parking spaces, owners' garages, and owners' pocketbooks.

The Iron Mold is Broken

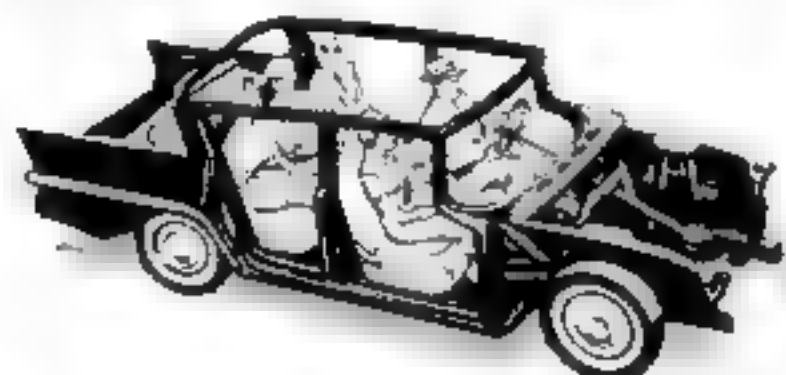
This iron mold, this "big car complex," is being smashed by the modern, efficient, compact Rambler, first introduced in 1950.

It was the result of a fundamentally different product philosophy that rebelled against the "big car complex" and returned to the nine fundamental yardsticks of car value: 1. Dependability. 2. Passenger space. 3. Economy. 4. Performance. 5. Comfort. 6. Handling. 7. Convenience. 8. Safety. 9. Style.

A New and Better Way

This new and revolutionary Rambler product philosophy was made possible by the development of a new and better way to build an automobile, with body and frame one all-welded unit which completely surrounds the passengers—instead of the out-dated method of bolting a body on top of a separate frame.

This is the new, better way already used to build anything that moves—jet planes, streamlined trains and modern buses—everything except 1958 passenger cars built the old-fashioned way.



AMERICAN MOTORS CONSTRUCTION TWICE AS STRONG—SAFER—ROOMIER



ORDINARY CONSTRUCTION USED ON OTHER CARS

Others are Following

Until this year, only American Motors cars offered single-unit construction.

However, when Ford decided to build a completely new body plant for 1958 Lincoln, Continental and Thunderbird production, they equipped it to build these models with modern single-unit construction.

When will the rest of the industry adopt single-unit car construction?

Change-Over Will Take Years

The change is coming but it will take several years. The cost of converting is staggering. When costs were much lower than today, it still cost American Motors \$40 million. For our competitors to change over, the estimated cost runs into billions.

Los Angeles to Miami, 35.39 m.p.g., both with overdrive.

BETTER PERFORMANCE—Just as in aircraft and streamlined trains, Rambler single-unit construction eliminates the drag of dead weight.

SUPERIOR RIDING COMFORT—Single-unit construction is stronger up front where other cars are weakest, so Rambler can use longer coil springs that absorb bumps three times better.

EASIEST HANDLING—Free of bulging bulk, Rambler turns sharper, steers easier than any other American sedan.

CONVENIENCE—A survey of 2-car families owning both a Rambler and a bigger car showed four out of five drive the Rambler most, instead of the big car, because Rambler is more convenient, more fun to drive.

Quick Facts About the New Rambler AMERICAN

It is built in America to American standards of room, ride and comfort, with nation-wide service facilities, at a lower price than many foreign small cars.

... more room than any foreign small car.

... plus top economy of all American-built cars.

Wheelbase, 100 inches, with a turning radius of only 18 feet.

The only small car available with fully automatic transmission.

Compact enough to park almost anywhere, yet roomy enough to ride five adults in comfort.

With a 90 horsepower, 6-cylinder engine of remarkable smoothness and flexibility in all ranges.

And priced as low as \$1789 (suggested factory delivered price, F. O. B. Kenosha, Wisc., optional equipment, state and local taxes, if any, extra).

What Does This Mean to You?

Simply this: If you buy a 1958 car today with old-type, bolted body and frame, the chances are that when you are ready to trade again in two, three or four years, it will be obsolete, and therefore worth less in trade for a new model than if you bought a car today with single-unit construction.

You see, single-unit construction cars are superior when measured by eight of the nine fundamental yardsticks of car value. (Only style is unaffected.)

DEPENDABILITY—All-welded, single-unit construction will take greater punishment and remain like new, free of rattles, longer than any other construction.

ROOM—Single-unit construction gives you more useable room inside, instead of unwieldy bulk outside. That's why compact Ramblers equal many medium-priced, big cars in passenger space.

FIRST IN ECONOMY—Ramblers cost least to own and operate, and depreciate less than other low-priced cars.

The Rambler holds these records for most miles per gallon of gasoline:

Rambler 6: Mobilgas Economy Run with Automatic Transmission, 27.47 m.p.g.; with overdrive, 31.05 m.p.g.—Rambler 6: Los Angeles to New York, 32.09 m.p.g.—Rambler American:

TWICE AS STRONG—Rambler extends big, steel box-girders almost to the grille and up to the fender level. This permits absorbing the brunt of impact at the point of contact instead of transmitting it back to passengers. The entire passenger compartment is surrounded by a "safety-cage" of these rugged, steel box-girders.

Highest Trade-in Value, Too

You would expect the car which ranks higher by yardsticks of new car value to lead in resale. Rambler does.

Both the national authorities on the value of used cars—the Red Book National Market Reports and the N.A.D.A. Official Used Car Guide—report Rambler has outstanding trade-in value.

Two Alternatives to Big Cars

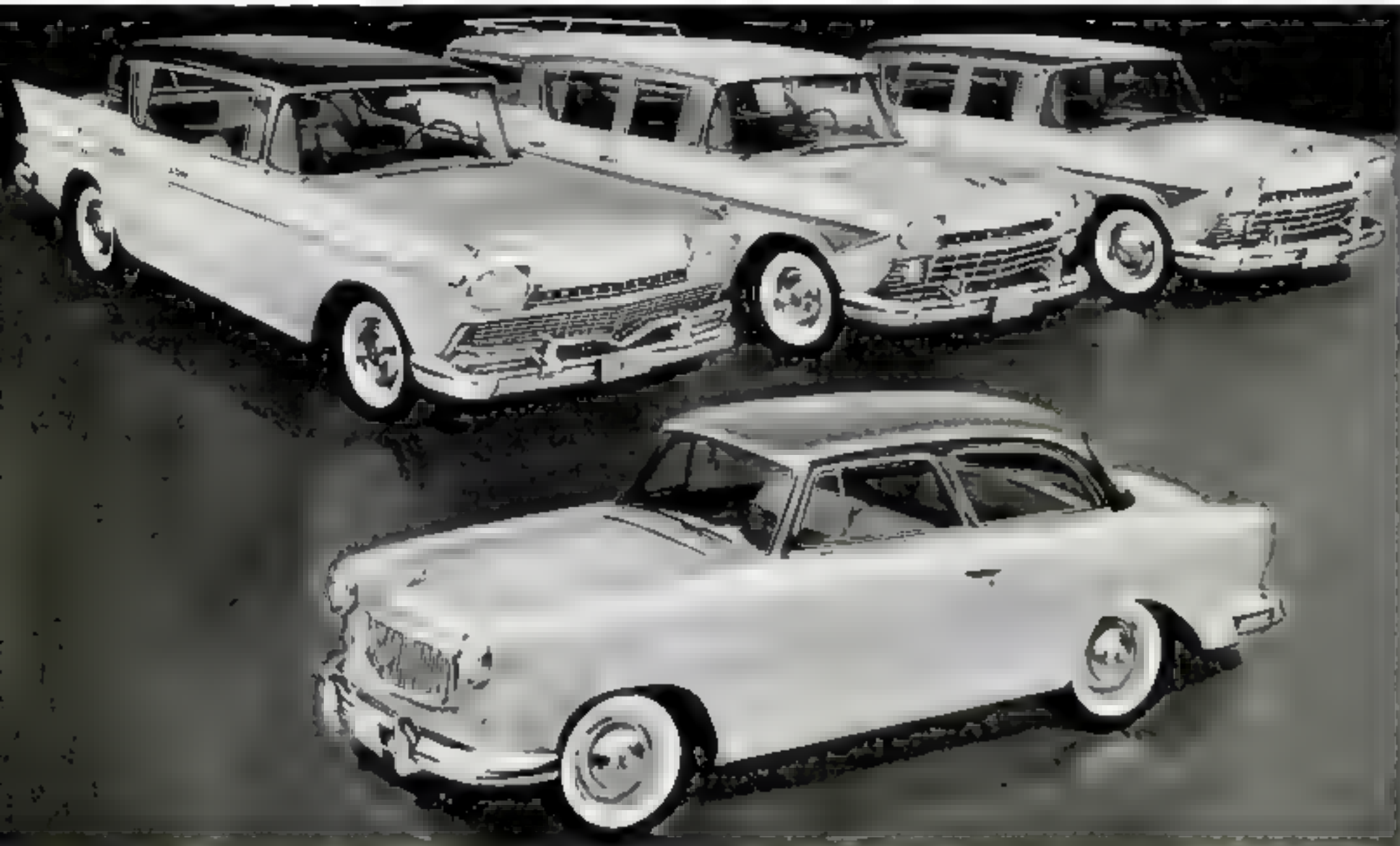
Today the thoughtful buyer who revolts against big gas hogs has two options—the small European car or a Rambler.

Small European cars give economy but they have a high noise level and are short on room.

"The Best of Both"

The modern, common-sense Rambler alone gives Americans "the best of both"—the big car advantages of room and comfort with the small car advantages of economy and maneuverability.

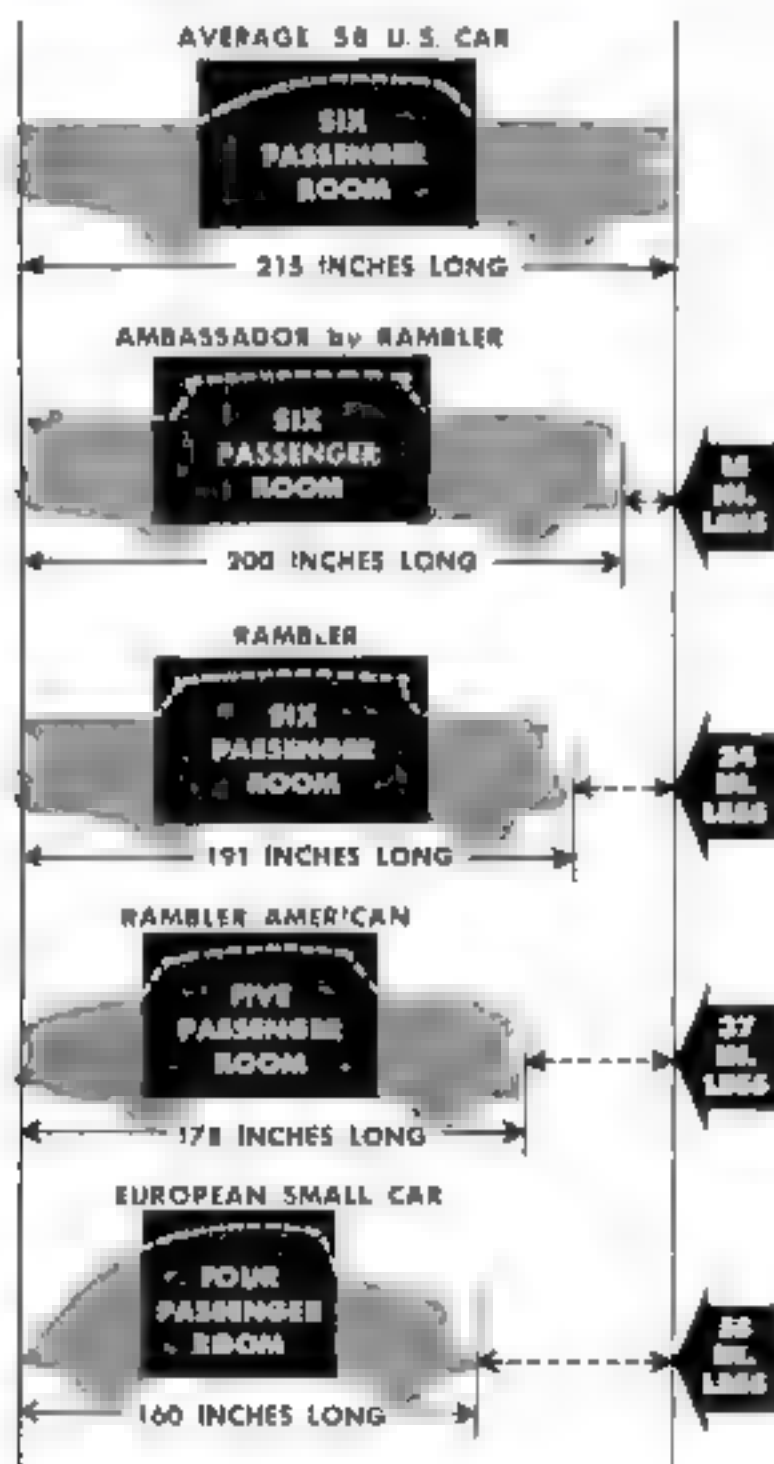
ALLENGES "BIG CAR CONCEPT"



New Rambler American, foreground. In background, Ambassador V-8 Four-Door Hardtop by Rambler, Rambler Rebel V-8 Cross Country, Rambler 6 Sedan

Unique in Concept

Ramblers are unique. Here's how they compare in size with the average 1958 U. S. car and average European "small car"—



The Ambassador, Rambler 6 and Rambler Rebel V-8 models all have 6-passenger room and comfort equal to the average "big car." Our new Rambler American meets American standards of room and comfort for five passengers and gives high economy together with good, quiet performance.

Rambler American has the lowest advertised price of any American car. In fact, all Rambler models are priced below comparable competitive models.

FEATURES? Everything from air suspension and air conditioning to pushbutton driving is available. **EXCLUSIVES?** Reclining seats, twin travel beds.

To "Last Longer" . . . Not "Look Longer"

Only Rambler gets full-dip rust-proofing—the body is completely submerged in primer paint, not just sprayed. This inhibits rust and assures both longer life and higher trade-in value.

Rambler Success No Accident

The results: Sales of Ramblers are rising fastest of all. See chart at right.

New Rambler Dealers by the Hour

Astute automobile dealers across the country are seeking the Rambler franchise. An entire department is busy processing applications that will add sales and service outlets to our nation-wide quality dealer organization.

Modern Living Needs Rambler

Modern living depends increasingly on personal transportation for adult and most teen-age members of the family. The old family "touring car" is a relic of a bygone day.

A lot of us have become suburbanites. We need cars for work, to take the children to school, to shop, to attend church, to go to the P. T. A. and to chauffeur the young ones to Scout meetings, Little League, music lessons.

Cars are Personal Necessities

We just have to have cars. A car is no longer just a family necessity but is an individual, personal

necessity. We can't get along without cars, even though it's getting difficult to afford them.

Cars Represent 10% of Budget

"Is Your Car Keeping You Broke" is the title of a recent article in *CHANGING TIMES*, Kiplinger Magazine.

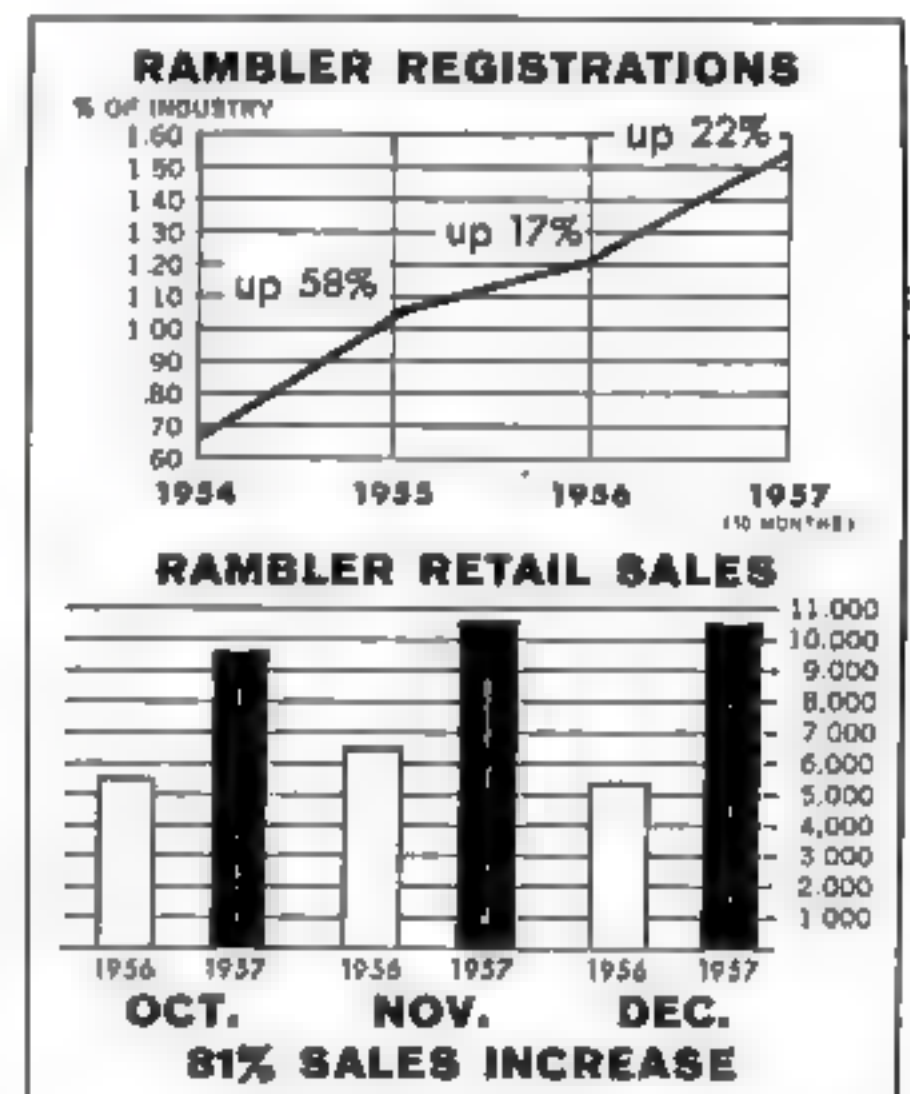
Most families spend about 10% of their income, after taxes, on their cars.

A stark fact has become apparent—the big, gasoline-hungry U. S. cars are keeping millions of Americans broke.

A Major Economic Waste

We burn up billions of gallons of gasoline, much of it needlessly—waste billions of dollars of our family income.

These are reasons why Rambler's success to date is only a starter.



Driving's FUN Again . . . in Rambler

Take the wheel of a Rambler, any Rambler, and suddenly you'll discover that driving is fun again. And you will find you can cut your future car costs in half, and restore your family budget to a more normal condition.

Your neighborhood Rambler, Nash or Hudson dealer has a Rambler for every family, every budget, every need.

Freedom of Choice is Yours

If your choice is a car that crowds your garage, overlaps the parking meters, and gulps gas like a B-29—OK.

But if you do not want an overgrown car, or one that throws your budget out of kilter, or makes you groan when making time payments—you don't need to buy it. Try a Rambler, instead!

Why not enjoy owning your car . . . instead of having it own you?

George Romney

**SEND TODAY FOR FREE BOOKLET, "THE CHANGING CAR MARKET"
WRITE DEPT. A10, AMERICAN MOTORS, DETROIT 32, MICHIGAN**



Illustrated for LIFE
by BERNARDA BRYSON

THE 'UNSILENT GENERATION' BREAKS SILENCE

Princeton seniors—from irate, defiant individualists to prudent idealists—anonously state their views

Last year a young assistant professor at Princeton, Otto Butz, decided to challenge what he thought was a mistaken view in the U.S.—the view that American youth is predominantly inarticulate. He picked a group of Princeton seniors whom he knew to have varied backgrounds and points of view, asked them to comment freely on their lives and futures and guaranteed them absolute anonymity. The resulting volume of essays, to be published next month under the title of The Unsilent Generation by Rinehart & Co., reveals the young authors as outspoken, self-reliant, ambitious and seriously speculative.

The book's first writer had a small-town upbringing in east Texas. After his parents' divorce he was adopted by a well-to-do couple who paid for his education. Excerpts from his essay—the first of seven quoted here—begin below.

PHYSICALLY, I'm a little, nervous, thin fellow. In a roomful of people you'd never notice me. I look much younger than I am. I feel sure that I'm intelligent—or else I wouldn't be at Princeton. I'm not poised at all. So among people whom I don't know very well I'm usually rather quiet. This gives the impression that I'm shy. Actually, I don't think I'm shy. I just can't think of anything worth saying—so I don't say anything. I have a tremendous drive which enables me to work very hard and a great deal. During my four years at Princeton I have probably had an average work week of about 70 hours.

I don't know exactly where this is leading me. Originally I thought I wanted to get rich. But now I find myself more interested in science. If I go into science I know that I'll never be lacking a comfortable living, but I also know that I will never have a great deal of wealth. The fact is that I'm not quite sure just what I want from life. Actually, now I tend to consider more what I'm capable of *doing* rather than what I *want*. I would like to have enough

money to be comfortable and somewhat well-to-do. Beyond that it doesn't make any difference.

But I do want something out of life which I can consider as evidence that I am better than average—an ego booster, if you please. When I say "better," I don't mean in the social sense, or on account of my family, or anything like that. Better to me means more competent, more capable than the mediocre masses, whom I despise because of their apathy and mediocrity. This is why I work as I do—to ensure that I will never fall into those masses.

In life the thing I value most is happiness, which to me is roughly material comfort. I not only want this for myself, but also for the rest of the world. This is one of the reasons I am a scientist—so I can chip in my two-bits' worth toward the well-being of the rest of the world. If during my lifetime I make the rest of humanity, or humanity to come, just one iota more comfortable, then I will be content.

From a purely personal point of view, what I want is a position where I do the kind of work I'm interested in. I want a comfortable, friendly home where I can hang my hat, with a wife I can love, and be loved by, a couple of kids, and a dog whose ears I can scratch.

And where, I've sometimes been asked, does God fit into this scheme of mine? The truth is that religion has become a very touchy subject with me. When I look at the world around me, I find it difficult to conceive of an omnipotent, all-good, fatherlike deity. Such a deity wouldn't permit the pain and suffering that exists. It seems to me that deity can be all-good and fatherlike only if he is infinite. But if he is really infinite, he must be very sadistic to allow the things he does. The argument that God tortures us to test our faith is so much bull to me, because if he's truly infinite, he *knows* how we will react. He doesn't need to test the faith of tiny infants in India by letting them starve to death! I

© COPYRIGHT 1961 BY OTTO BUTZ

CONTINUED

Alone with his thoughts, a solitary student walks by canal near Princeton campus.

Joiners who belong to one of Princeton's eating clubs gather for lunch. Several of Butz's writers object to obsession with "belonging" which is usually associated with clubs.

ONE plus ONE—
Tiffany's
'Change-A-Cellar' Style

The two detachable button-on collars make this the newest fashion idea in Uniforms!

This Collar
 and This Collar
 Button-On To The Neckband



Tiffany FASHION FAMOUS Uniforms

Style 408... \$15.95... White only
 Non-Static 100% *Dacron Taffeta, 150 denier.
 Sizes 8-42, 5-15, 14½-24½, Talls 8-16.

Air Tucked Embroidered Bodice.
 Roll-Up Sleeves for Short or ¾ Wear.
 3 Inverted Back Pleats. Semi-Sheath Skirt.

Also, Sanforized Combed Poplin—\$10.95
 100% Dacron White Ray—\$15.95
 Venus. 65% Dacron, 35% Cotton—\$15.95
 *Dupont's Polyester Fiber

Look For The Tiffany Label
 At Fine Stores,
 Coast To Coast.

TIFFINY UNIFORMS—Dept. FL
1350 Broadway, New York 18, N. Y.
 Send Free Tiffany Style Booklet

Print Name _____
 Occupation _____
 Address _____
 City _____ State _____

UNSILENT GENERATION CONTINUED

prefer to believe in no god at all rather than in this kind of a god. I figure I can be indifferent to an indifferent god.

In high school I attended church regularly—twice every Sunday, plus Sunday school. I wanted to believe. Before I finished high school I was aware of the logical paradoxes which riddle the Christian religion, and I was nearly saturated with doubt about the existence of God. I still don't know, and I've decided I can't wait for the answer.

When I come right down to it, I think I have two conflicting goals in life—achievement and security. I'm ambitious in that I want respect for the work that I do. I want to rise in status as far as my abilities will carry me. But I'm a coward when it comes to taking a chance. I don't want to gamble. What I want is a stable order of things in which I can work without exposing myself to ruin.

Writer No. 2 is unabashedly one concept of the "typical" Princeton Man. He is the product of an exclusive suburb of a Midwestern city. His father is a hard-driving, successful businessman, his mother a serene guardian of their comfortable home. The writer's brother is a playboy who is now married to a "sympathetic blond heiress."

WHEN, on my 14th birthday, my father dropped me off at the expensive preparatory school which I was to attend for four years, he took leave of me with these final words: "You are a gentleman and a gentleman's son, and don't ever forget it." That admonition has stuck in my mind ever since.

What did my father mean by a "gentleman"? He meant a man with self-respect and independence of judgment. He meant a man well trained in both his mind and his body. He meant a man accomplished in the social graces, a man, for example, who knows his wines, can hold his liquor and doesn't feel ill at ease when faced at the dinner table with a 10-piece place setting.

As far as my own thinking goes, I believe it reflects to a considerable degree the thinking of the other members of my family. I have inherited my father's business sense, my mother's social awareness and my brother's flamboyancy. Adding to this such native intelligence as I have plus my Princeton education, I am now confidently looking forward to entering the world of big business. I have chosen



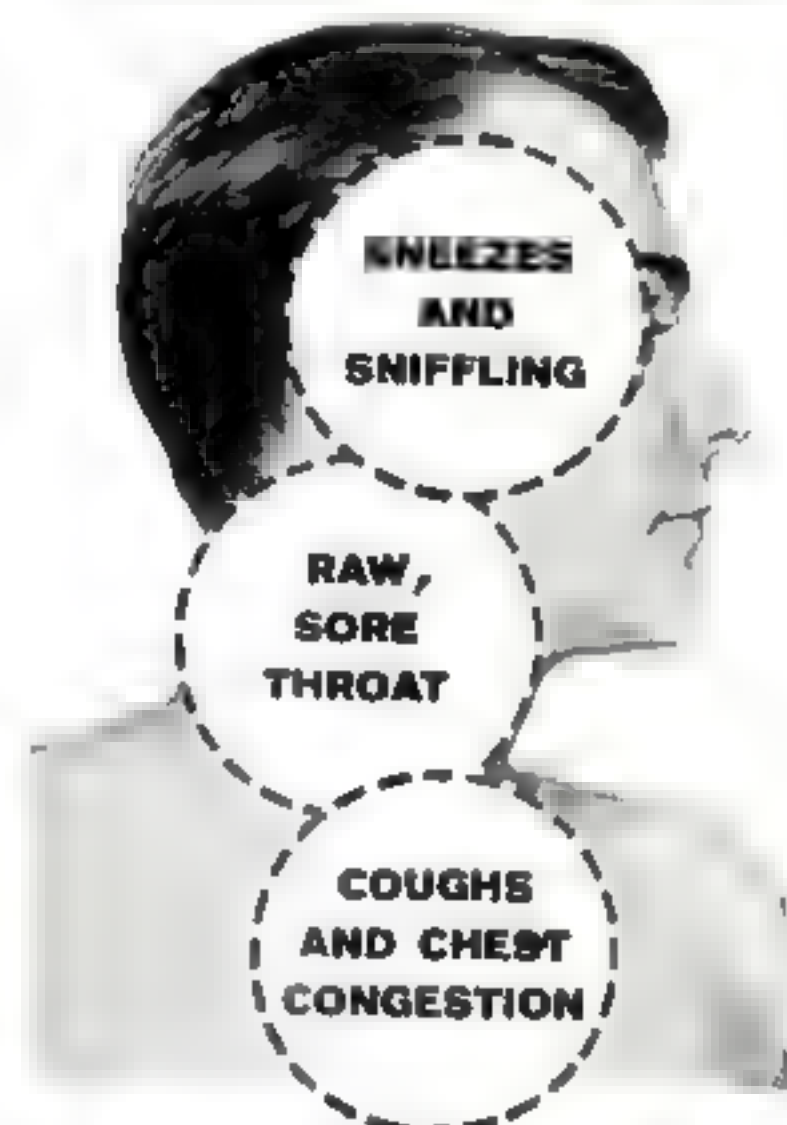
"The progressive corporations are the ones which staff their top executive levels with my kind of person."

this field of endeavor because I think it offers both the greatest and most exciting challenge as well as the richest rewards by way of money, prestige and general self-satisfaction.

My choice of a job will be based on a number of considerations. Firstly, I want the job which will offer me the greatest opportunity for rapid advancement. And because I feel, frankly, that there is no hurdle too high for me, I am anxious to have my advancement based strictly on merit and value to the company. Secondly, I want a position that is lucrative. My own tastes are discriminating, and so will

CONTINUED

STOP NEGLECTING 3 FLU OR COLD ZONES



SUPER ANAHIST brings relief to 3 zones where aspirin-buffering compounds don't work

SUPER ANAHIST®
COLD TABLETS



© 1966, ANAHIST CO., INC.
 A Development of the Anahist Research Laboratories

LIPS SORE?

Blistex BEST FOR COLD SORES, CHAPPED LIPS, FEVER BLISTERS

POCKET SIZE 39¢
HIGHER IN CANADA

Get that "MILLION DOLLAR" **GRIFFIN MICROSHINE SHINE**

FREE SHINE CLOTH
 NOW IN EVERY CARTON
 STILL ONLY **25¢**

STICK WITH LEPAGE'S
TRADE MARK



BEST KNOWN NAME
IN STICKY STUFF!



Every window of every Buick is SAFETY GLASS.

NOW - more than ever - When better automobiles are built Buick will build them

Powerful way to go easy

Put yourself behind the wheel of a B-58 Buick and feel a completely new experience in driving. For here is power deliberately provided for your well-being and safety—power more than ample to handle easily any road situation you may meet. And with this power a new performance born of Flight Pitch Dynaflex* that can switch the pitch a million ways. You've never before sensed such immediate response and effortless ease. See your Buick dealer *today*.

BUICK Division of GENERAL MOTORS



Try the B-12,000 ENGINE

*it puts 12,000
pounds of thrust
behind every
piston stroke!*

It gives you the extra margin of safety of an engine that can deliver a sudden burst of needed power easily. It's the most modern engine possible to build for today's fuels.

☆

ONLY BUICK OFFERS YOU ALL THIS:
Fresh Bold Styling with the Dynastar Grille • The Miracle Chassis plus Buick air ride* • Flight Pitch Dynaflex with the instant flexibility of a million switches of pitch • Award-winning Air-Cooled Aluminum Brakes* — year's greatest braking advance — with smoother, surer control and longer life • "Velvet Wall" Sound Silencing

The unique OPEL — The imported car made by General Motors in Germany—can now be ordered in Sedan and Caravan Wagon models through authorized Buick dealers.

*Flight Pitch Dynaflex standard on LIMITED and ROADMASTER TS. optional at extra cost on other Series Buick air ride optional at extra cost on all Series Aluminum Front Brakes standard on all Series except SPECIAL.



See TALES OF WELLS FARGO, Monday Nights, NBC-TV and THE PATRICE MUNSELL SHOW, Friday Nights, ABC-TV

the **AIR BORN B-58 BUICK**

It looks and feels like flight on wheels

Working hard?
Refresh with Milk—

Milk makes Energy!



Milk gives you
a lift that lasts

Get a glass of milk when
you need a lift that lasts.
Milk is high in protein.
It's a powerhouse of energy.
Recharge—and carry on
refreshed, *really* refreshed,
lastingly refreshed.

Milk, the High-Protein Refresher.

Milk gives you best proteins, complete
proteins, the ones that do the most for
you. Proteins help build strong bodies in
youth, re-build sound bodies in adults.
We need proteins every day. Milk is your
dependable, your handy, your economical
source of complete proteins. Milk is a
miracle food, a marvelous drink. Enjoy it!

AMERICAN DAIRY ASSOCIATION • Chicago
Representing the dairy farmers in your area
See "The Perry Como Show" on NBC-TV
© 1959 AMERICAN DAIRY ASSOCIATION

You never outgrow
your need for milk...
Drink 3 glasses every day



Austin Briggs

likely be those of my family. At no time do I ever intend to apologize for these tastes. I would be extremely critical if any member of my family ever suggested "keeping down with the Joneses." And thirdly, I want as rapidly as possible to attain a position of real responsibility. The reason for this is that I am the kind of person who performs best when the risks are great, and the job to be done and the decisions to be made are important and really count.

In the search for a career in which I could live according to these expectations of mine, I have, in the past several months, anxiously had myself interviewed by more than a dozen different companies. These interviews have suddenly brought home to me more clearly than ever before that there are disadvantages as well as advantages to being a polished, confident and aggressive Ivy Leaguer. I found that as I talked with the representatives of the smaller and more conservative and provincial companies, I inevitably detected a feeling on the part of the interviewer of resentment and sometimes even of animosity toward me. When, on the other hand, I was being looked over by the really large and dynamic enterprises, the situation was exactly the opposite. I walked into the room, the representative shook my hand and both of us would immediately feel a sense of easy rapport. The reason for this, as I quickly realized, was of course that the progressive corporations with the truly big potential are the ones which staff their top executive levels with my kind of person.

I do not make this observation from a sense of snobbishness. I find admittedly that the people I naturally hit it off with are generally of one type. They are in no way restricted by racial, religious, cultural or economic background. They are, however, intelligent, well-bred, sophisticated, confident and cosmopolitan: the one thing they must never be is "pushers." While I confine my personal friendships to individuals who meet this requirement, I find that I dislike almost no one. Most people, true enough, I wouldn't invite for a drink to my country club. But this is not a matter of disliking them or feeling superior to them. We are simply different. Intimate social contact would be pointless and probably boring on both sides.

While I am on this subject I might add that I believe that, more and more, the elite of the United States is not being determined either by family background or on the basis of inherited wealth. The new criteria, as I see them, are intelligence, good education, a sense of public responsibility, a deep-rooted commitment to Western civilization's basic humanistic values and a capacity for independent judgment. The men who measure up to these criteria are what I would call America's new liberals. This new type of liberal, it seems to me, is one of the finest achievements of American society. And while he owes his existence to our society's great economic, social and political successes, he is at the same time the country's best hope that these successes may continue.

GIVEN the kind of person I am, I believe that the most important decision of my life will be my choice of a wife. To develop his full capabilities a man must have a wife with a similar outlook on life, similar interests and, above all, similar aspirations. I myself have found such a woman—if she will have me. As far as I am concerned, she's a second Grace Kelly, except that she's more flamboyant.

You might expect that the girl I choose to marry will obviously be a typical eastern debutante. She is—but not quite. Nancy, a Philadelphian, disappointed her parents by refusing to go to Vassar and instead entering a rather casual university in Florida. We met during spring vacation of our freshman year and fell madly in love. We wanted to get married immediately, but there were some rather weighty deterrents—such as our two sets of parents. So we postponed the formalities. One example of how close we came to eloping occurred on a vacation we spent together in Florida. With our last hundred dollars I went to buy our plane tickets back to Philadelphia. I noticed that for the same price we could go to Mexico City. We discussed the choice in a cocktail lounge but decided against it because we were both ill due to the seafood we had eaten the night before.

During the middle of our junior year everything went sour and we stopped seeing each other. At first I found myself perfectly delighted with my new freedom. That was for about a week. Although I never had any difficulty in finding and occasionally seducing interesting females, I discovered that I had no desire ever to see any of them a second time. My inevitable fate was to attempt a rapprochement with Nancy. Now, after several attempts, we are back together again. If it doesn't work out this time, it never will.

One last thought. Somewhere, I think it was in a book on sociology, I read about a notion called "the self-fulfilling prophecy." The idea was that if a man believes and prophesies that he is going to fail at something, the mere fact that he is pessimistic will weaken him and will tend actually to make his failure all the more likely. If, on the

CONTINUED

For most every kind of Pain or Ache, BAYER is what millions take, because—

BAYER

Brings Fastest Relief

...the fastest, most gentle-to-the-stomach relief you can get!

"I use it for cold symptoms!"



"I use it for morning headache!"



Why BAYER Aspirin makes you feel better fast!

Whether you use it for morning headache, or the painful discomforts of colds or Asiatic Flu; aching muscles or the pain of neuritis; Bayer brings the fastest, most gentle-to-the-stomach relief you can get. For Bayer Aspirin is *different* from pain relieving tablets which *delay* relief because they're still *whole* when they enter your stomach. A Bayer tablet disintegrates *on its way* to your stomach. Thus, it's ready to go to work *instantly*—without delay—to make you feel better *fast*!



FEEL BETTER FAST—with BAYER®ASPIRIN

SPECIAL OFFER

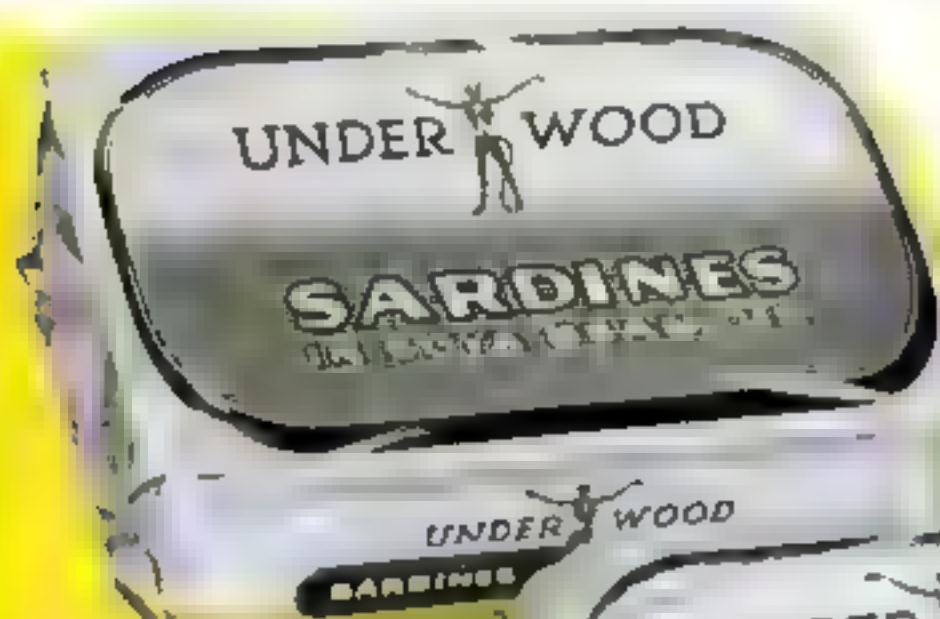
to introduce you to

3 SPECIAL SARDINES

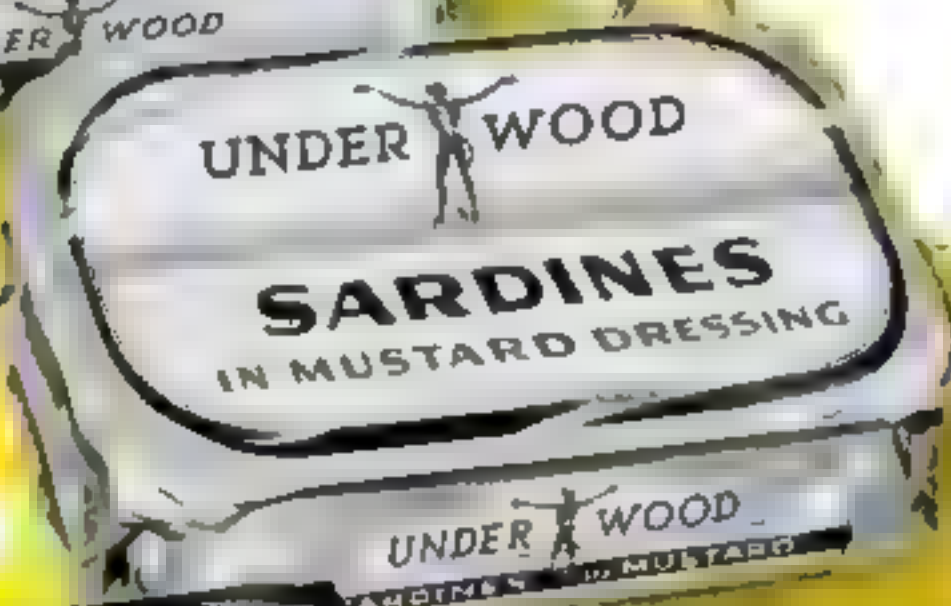
CHOICE UNDERWOOD SARDINES are among the finest—slow-baked and deftly seasoned to bring out all the real sardine flavor. And now they're available nationally... yours to enjoy in three delicious varieties... in delicately spiced oil, in zesty mustard sauce, and in savory tomato sauce. You'll like these sardines and you'll like the price!

TO INTRODUCE YOU TO UNDERWOOD SARDINES in Oil... Mustard... and Tomato, we offer this beautiful silver Sardine and Hors D'Oeuvres Fork, by International Silver. It usually retails at \$1.00, but it's yours for only 35¢ and one label from any of Underwood's 3 sardine varieties. And it's free if you send all 3 labels—one blue, one yellow, one red—from Underwood Sardines in Oil... Mustard... and Tomato.

This offer expires June 30, 1958



IN OIL



IN MUSTARD



IN TOMATO

To: Underwood Sardines, Dept. 202, Wallingford, Conn.

Please send me _____ Silver Sardine Forks.

(Number)

☐ For each Silver Sardine Fork, I enclose 1 label from any variety of Underwood Sardines and 35¢ in coin.

OR

☐ For each free Silver Sardine Fork, I enclose all 3 labels—one each from Underwood Sardines in Oil, Mustard and Tomato.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



UNDERWOOD®

UNDERWOOD SARDINES BY THE MAKERS OF FAMOUS UNDERWOOD DEVILED HAM

UNSILENT GENERATION CONTINUED

other hand, he is optimistic about his prospects and believes that he can succeed, the mere fact that he *is* optimistic will so strengthen him in his efforts that his chances of success are much greater, no matter what the odds. It may be, as some foreigners and our own prophets of doom so often tell us, that Americans are most naive in their optimism and confidence. As far as I myself am concerned, however, this optimism and confidence are our unique and most valuable strength. The going may be much tougher than we expect and the results much less ideal than we hope for. But armed with our naiveté, we are going to get a lot further than we would without it. Life, undoubtedly, is not going to turn out exactly as we want it. But at least we'll leave our imprint on it and it won't be what others *make* it.

The next writer points out that although he looks like a real Ivy Leaguer he is not one. His family moved several times during his youth, creating severe emotional problems for him. At high school in California he finally became a Big Man on Campus, but only fascination with his studies kept him from going astray. He "accidentally" applied for, and won, a scholarship to Princeton

I WAS very young, a third grader, when my father left us [to serve in the Navy] stranded in a "tough" neighborhood of a medium-large city. In this section of town children lived by an old and simple rule, called "survival of the fittest." You had to live by your wits and your fists. After a year or two I joined up with a gang of older guys from the high school. Besides fighting the usual gang wars and engaging in malicious mischief generally, we often branched out into various kinds of actually illegal endeavors. On one such occasion the older fellows used me to help them rob a nearby brewery: they hoisted me up to the second story of a barn-warehouse and I threw the goods down to them. A neighbor kid, who was jealous of all the extra prestige I was gaining, tipped off the police. They took me, a vile, screaming 10-year-old, to Juvenile Hall ("Juvy," we called it). Although what I had helped to steal was worth a substantial sum, the judge took pity on me and put me on probation, in the custody of my mother.



"I believe that marriage is a mutual project.
The husband and wife form a working team."

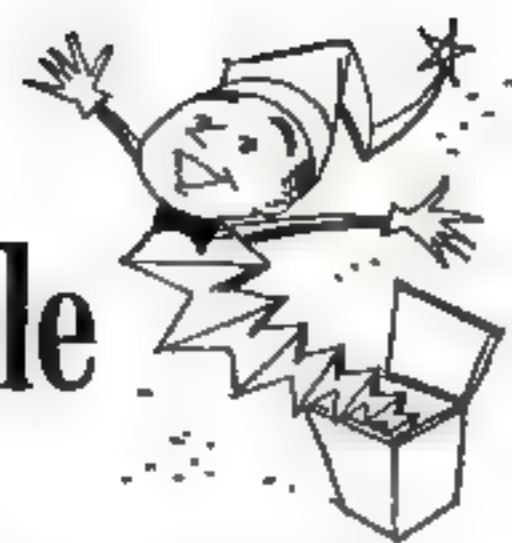
Then Dad came home, a bitter and disillusioned man, and we moved to a smaller town. Of my three oldest buddies in the gang that I left behind, two are now in prison and the other is a midshipman at Annapolis. Once settled in the new environment, I began to walk the straight and narrow.

We didn't have much money, so when I was 12 years old my father told me that henceforth I'd have to earn my own spending and clothes money. From that time on most of my free hours were taken up by a paper route and after-school odd jobs. This early lesson in self-sufficiency was a great boon to me. Largely because of it I quickly came to feel—as I do now in facing the prospect of college graduation—that I can come to grips with any situation I may encounter, and that I can do it without depending on anyone but myself.

CONTINUED

Now TV With High Fidelity Sound. At No Extra Cost . . . During
Admiral's 2nd Annual Surprise Value Sale

TREMENDOUS TRADE-INS! NEW LOW PRICES! LIMITED TIME!



Here is your once-a-year opportunity to get a huge trade-in allowance on top of special sale prices. Unbelievable savings on new High Fidelity TV with living hi-fi pictures and complete hi-fi sound system built in.

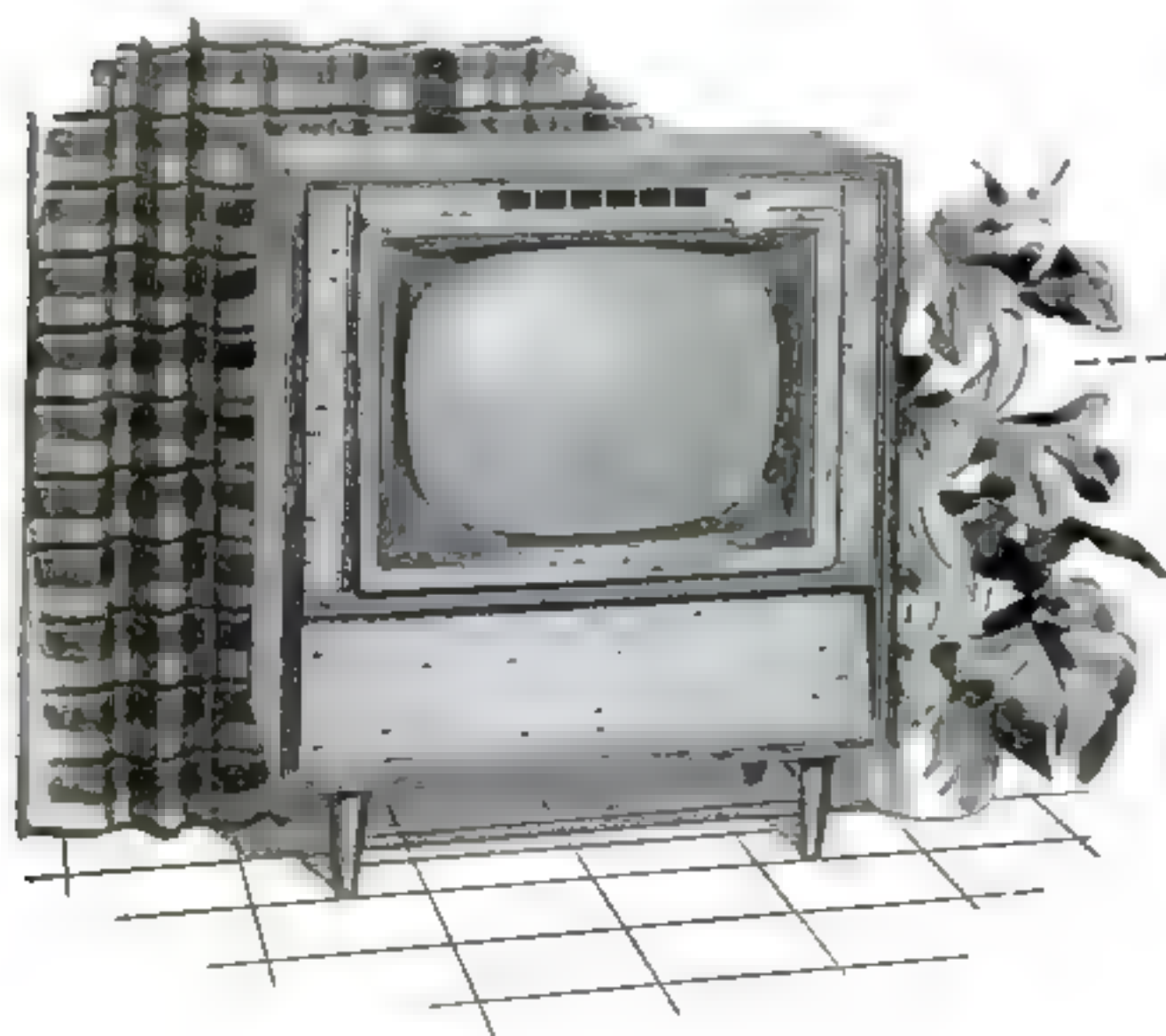
Plus an amazing hi-fi Record Changer offer. All on easy budget terms. Look for the Surprise Value Sale price tag at your Admiral dealer right now. Act fast because this annual sale is for a *limited time only!*



SURPRISE VALUE SPECIAL #1—New! 21" high fidelity *swivel* console at a cost less than some table models! 3 hi-fi speakers. Famous 5-watt audio power pack in the back. Extra powerful 330 chassis. Dual hi-fi tone controls. Slimline 110" picture tube. As little as \$2.19 a week. (The Claridge, TH21E51)
 *Overall diagonal; 262 sq. in. viewable area.



SURPRISE VALUE SPECIAL #2—New! 21" high fidelity full console at the price of ordinary single speaker TV. 3 big hi-fi speakers; 8" woofer, 5" mid-range and super tweeter. Separate 5-watt hi-fi amplifier. Separate hi-fi bass and treble controls. 110" picture tube. As low as \$2.39 a week. (The Stratford, CH21E26)
 *Overall diagonal; 262 sq. in. viewable area.



AMAZING HIGH FIDELITY PHONO OFFER!

Get two for the price of one! A complete hi-fi phonograph system and Slimline TV! This 4-speed hi-fi record player (regularly \$54.95) at sensational savings with purchase of Admiral 4-speaker hi-fi TV. Plays through complete hi-fi sound system built into your Admiral TV.

SURPRISE VALUE SPECIAL #3 (left) 21" high fidelity full console with 4 hi-fi speakers. Two 10" and two 3 1/4" speakers. Separate 8-watt hi-fi amplifier. Separate hi-fi bass and treble controls. Imperial 440 chassis. 110" picture tube. Slimline cabinet. As low as \$3.75 a week. (The Seton, CH21F54)
 *Overall diagonal; 262 sq. in. viewable area.

Admiral®

Real Fruit Anyone?



Arrow BLACKBERRY FLAVORED BRANDY

You'll agree it's the berries!

Nothing can surpass Nature . . . and ARROW BLACKBERRY FLAVORED BRANDY owes its delightful flavor to the best that only Mother Nature can provide in the rich, sun-ripened, juicy berries, picked at the peak of perfection! Enjoy Arrow straight or mixed . . . it's delicious.

ARROW LIQUEURS CORPORATION, DETROIT 7, MICHIGAN . . . 70 PROOF

UNSILENT GENERATION CONTINUED

My Princeton experience has given me, I'm convinced, as fine an education as a man can get. Yet in another sense it has left its scars and a lingering feeling of resentment. My first three years were miserable years of conforming when I didn't have enough money to conform. I felt rejected and frustrated. It was not until my last year at Princeton that I really became myself again. I wore boots to Junior Prom, refused to wear a tie no matter how formal the occasion and looked for genuine people who seemed to like me for what I was. This new approach has worked very well. As a result the frustrations which hounded me for so long have gradually left me, and I have come to enjoy the university and its facilities to a much greater extent than I ever did before.

The whole experience has taught me something very important. From it I have learned that the hard, competitive world which I shall face after graduation is nothing but an enlarged version of the situation I have already encountered and learned to cope with at college. In life at large, as I have had to do as a student, I will simply continue to treat every situation as one in which only the fittest will survive. In order to make sure that I will be one of those fittest, and that I may achieve something in life, I'll have to act strictly in my own self-interest and on my own behalf. My hopes for the future are based on the assumption that I am going to have to take every short-cut, every means at my disposal to achieve my desired ends.

As yet I am undecided what these ends should be. I shall probably end up by going into business or law. What I know for certain is that the vocation I finally end up in will be one where I am my own boss. It's much too easy to fall into a rut from which it is difficult, if not impossible, to escape. Furthermore, unlike so many of my classmates, I don't believe that the day of the individual entrepreneur is gone, by any means. There are still plenty of opportunities for young men willing to take the calculated risks. As an independent businessman or lawyer I would feel most challenged and could use my philosophy of getting ahead in the world with the least possible outside interference.

People ask me, "But what about the draft?" To answer that question I have to be very blunt: the Army represents everything that I can't stand. It is at once a prison, a rut and a control. If I went into the service I'd be a slave, I wouldn't be my own boss, I'd have to obey people so stupid that I'd ordinarily have nothing to do with them. So, barring a war situation, in which I'd probably volunteer, I'm going to do my utmost to avoid having to go into the service.

BY this point the reader may be inclined to write off my plans for life as unrealistic, on the assumption that one of these days I'll get married, settle down to a nice steady corporation job and raise so many children that I won't be able to afford to chance the calculated risks I've talked about. However, my views of marriage are very radical and, I believe, fit in very well with my other plans. I believe that marriage is a mutual project in which the husband and his wife form a team working together for success. Sure, I'll marry for love (whatever that may be), but I'm going to insist that when I do take a wife she be strictly a career woman. She cannot be a homebody who wants a little bungalow in which to raise a large family. I don't want a family. I want freedom. What I have to do is to find a girl who is compatible and either doesn't want children or, better still, is unable to have them.

My views on religion have been another matter that has complicated my relations with girls. Basically, I do not believe in any particular church, and I do not have faith in Christ. I do, however, believe in God. I was baptized and brought up in the Methodist Church and have experimented with Catholicism, Quakerism, Unitarianism and Christian Science. What turns me away from all kinds of organized religion is, above all, the ceremony and ritual that they involve. In fact, the only religion that really appeals to me is one that was developed by an ex-master sergeant and, from what I read somewhere, has been called the GI religion. You simply walk into a dark room, sit, stand, or kneel—as you prefer—and worship your own God (or whatever you choose to call Him), in your own personal way: no music, no sermon, no vocal prayers—everything strictly spontaneous. That encompasses my ideal of what religion should be.

I'd like, at this point, to make a little confession. I think that I should admit that there are some occasional lapses in my neatly laid out ideas, ideals, likes and dislikes. Sometimes I stop and think that I really don't want to be famous at all. I sometimes wish that I could have faith in a simple, standard religion. At times I find myself dreaming about how nice it would be just to get married, settle down, raise a couple of kids and spend Saturday mornings clipping my front lawn. There have been times, even, when I've thought it would be fun to walk into a recruiting center, enlist and just become a truck driver



Carries friendship and love across the miles

A telephone call is such a happy and comforting way to keep in touch with family and friends no matter where they live.

Isn't there someone, somewhere, you'd like to talk with right now? It's so easy, and the cost is small.

LONG DISTANCE RATES ARE LOW

Station-to-Station Calls

For example:	First 3 Minutes	Each Added Minute
Newark, N.J., to Boston	60¢	15¢
Minneapolis to Chicago	80¢	20¢
Milwaukee to Pittsburgh	90¢	25¢
Atlanta to Cleveland	\$1.09	25¢
Kansas City to New York	\$1.45	40¢

These rates apply nights after six and all day Sunday. Add the 10% federal excise tax.

BELL TELEPHONE SYSTEM
Call by Number. It's Twice as Fast.





The sidewalk cafe is the "heart" of Paris. You could be there tomorrow by Clipper.

The other 50 weeks are richer when you spend two abroad



A foreign vacation is the *one* kind of vacation that lasts all year long. Your treasure chest of memories, your priceless mementos, will all serve as rich reminders that you have had the grandest adventure of them all!

As you settle down in your spacious Pan American Clipper* seat you leave your troubles on the ground. You're on the world's most experienced airline—the traditional first choice of experienced travelers. Whether your next stop is Europe, South America, the Orient or any of the exciting places Pan American flies to on 6 continents, you arrive relaxed and refreshed.

And when you fly by Clipper you can use Pan Am's World-Wide Plan, Go Now—Pay Later; only 10% down. Save your dollars for the irresistible bargains—you'll be pleased to find how little a handmade suit is in London and that a Paris gown is just about a third of what it would have cost at home! But the best bargain of all is the chance to go abroad itself.

The *full* vacation—where you spend *all* of your time enjoying yourself overseas—is the one you can only get by flying. Ask your Travel Agent or one of Pan Am's 53 offices in the U.S. and Canada how you can enjoy 16 days abroad on even a 2-week vacation. *TRADE MARK, REG. U.S. PAT. OFF.

GO NOW—PAY LATER	
Typical Tourist Round Trips	Down Payment
New York—Paris	\$471
Miami—Buenos Aires	58†
West Coast U. S.—Hawaii	25

†EXCURSION FARE



WORLD'S MOST EXPERIENCED AIRLINE

UNSILENT GENERATION CONTINUED

in the transportation corps. And at other times still, in a slightly different mood, I've felt like committing a perfect bank robbery, buying a truckload of books and classical records and retiring to a mythical hideout in the mountains.

But these doubts are only an undercurrent. For all practical purposes I hold to my original thoughts and plans

The writer of the next excerpt had a confused childhood, his family moving every year or so and constantly confronting him with new schoolmates (many of whom beat him up). His Catholic high school did not prepare him emotionally for college. Only at Princeton, he says, has he really learned to grow up.

I ARRIVED at Princeton as possibly the most ignorant and callow person who had trodden that soil since George Washington chased out the redcoats. My first night I got drunk. On only a quart of beer. A bunch of us sang songs and vied with one another in telling the worst dirty jokes. I felt good. I was starting to belong. Football weekends were fun. I was a college man, so I thought. I screamed myself hoarse for the Orange and the Black. I found a girl in town I could kiss. It wasn't the first time I had kissed an agreeable female. I just didn't think it was a sin now.

I still went to church every Sunday and prayed frequently. My religion still was a crutch. Yet it now assumed a different aspect. I became more tolerant of other people. So tolerant that I felt myself becoming a jellyfish. Protestants and Jews were people just like me. They had always been just like me, but I had never fully realized it.

Sophomore year I joined an eating club. I found out a lot about myself that I had been blind to since arriving at Princeton. I was not a Joe College. I still lacked the polish of my contemporaries. The exclusive clubs wouldn't look at me. I was not smooth. This was apparent, too, in my relations with girls. I was an overly sincere, overly nice kid. I joined a club of no particular distinction. I went in because of friends in it. It was a mistake. In the years to come I would grow to dislike these "friends." Something was wrong with me.



"The exclusive clubs wouldn't look at me." Artist Bernarda Bryson based the above drawing on an actual occurrence at Princeton which was described to her.

My parents still held much control over me. I respected and loved them. In their eyes I was still a kid. I knew they were right. Yet I felt differently toward them. I wanted to be independent. At home I felt invisible walls around me.

Junior year I proceeded to get absolutely soused every weekend in an attempt, crazy though it was, to belong. I would pass out at parties and try to be a "fast" guy with the women. The high point of that fall was when I painted "Hate Yale" on my bare chest and tried to shock everyone I could find. I was quite proud of my feat. Late in the fall I was elected a junior officer of my club. I helped to arrange

CONTINUED

Two Mercury-powered boats completed a second fabulous 25,000 mile endurance run! They were the same mighty Mercury motors, the same sleek hulls that had averaged better than 30 m.p.h. for 25,000 miles over a rugged Florida test route.

Because of their outstanding performance in the original marathon, AC Spark Plugs were used in the second successful assault! 50,000 miles of test represents more than sixteen years of family boating use!

ACs are marine-engineered for outboard and inboard motors. They're rustproofed to eliminate corrosion. And the exclusive AC "Hot Tip" heats up fast to burn away fouling carbon and oil deposits as soon as they can form . . . gives you fast starting, smoother performance and greater economy.

To get the most from your motor, install new AC Hot Tip Spark Plugs, TODAY!

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS

Gosh, what an upset stomach... and my best customer's coming in today!

I'd take Pepto-Bismol, Mr. Tuttle. Hospital tests prove it relieves upsets, you know. Wonderful for indigestion or nausea, too!



Pepto-Bismol works where soda, seltzers and "tummy-aids" fail!

For upset stomach, indigestion, nausea, or diarrhea—Pepto-Bismol's special medicinal formula soothes with a gentle coating action. It works both in the stomach and the intestinal tract—where soda and alkalizers never help. For children or adults, this wonderful pink liquid helps control simple diarrhea without constipating.

TAKE HOSPITAL TESTED PEPTO-BISMOL... AND FEEL GOOD AGAIN!





STOP

MY TEETHING PAINS
IN 20 SECONDS
WITH JUST A TOUCH OF

ORA-JEL



GRAVY MASTER
MAKES IT EASY
There's No Gravy Or Stew Like Homemade

SLIM • TRIM • EFFICIENT
that's

Ful-Vu

TWIN-WIRE BINDER
for

Glamorous display of family, personal and business

- Photos • Art • Stamp Collections
- Sales Presentations • Valuable Papers
- Letters • Charts • Prospectuses, Etc.

A size and style is available for every purpose—with Vinyl, Russhide and Cowhide covers in attractive colors. Transparent window sleeves are strong—resist tearing—and are smooth turning.

SEE FUL-VU AT YOUR STATIONERY OR PHOTO DEALER TODAY!

Made only by
COOKS', INC.
Blackwood, N. J. • Dallas, Texas

LOBER POWER MOWERS

More Mower For Your Money!

Rotary, Reel and Riding Mowers from 16 inch to giant 25 inch cut

LOOK FOR THESE LOBER BRANDS
Ready Andy, Mr. Lo, Southern Gentleman, Mr. Aristocrat, Big Edson, Gargantuan, Gold Winner, Snow Blower.

M. LOBER AND ASSOCIATES, 7 CENTRAL PARK WEST, N. Y. C.

Amazing New Medical Discovery!

WORMS YOUR DOG OR PUPPY AS YOU FEED HIM!



Just mix New PULVEX Worm Caps with your dog's food... your pet worms himself while he eats! There's no starving, struggling, vomiting, diarrhea, or danger. New PULVEX Worm Caps contain Piperazine Adipate, that quickly and safely expels large roundworms (Ascarids). Practically odorless, dogs like its taste. Also available for cats. Get New PULVEX Worm Caps at pet shops, drug or department stores. Another quality Pet Care Product from Pulvex, Chicago 14, Illinois.

Prompt relief for chapped cracked lips...



ChapStick

FOR ALL MEMBERS OF THE FAMILY

UNSILENT GENERATION CONTINUED

the annual Christmas party and then, my duties done, got drunk and passed out. I soon realized my mistake. I lost the election for club president by a narrow margin. The reason was that many members considered me irresponsible because of my drinking. I woke up fast.

For the first time in three years I started to think rationally. What could I do with myself? It was time to face facts and to become a man. By trying to belong I was merely denying my own personality. I spent weeks in thinking.

That summer I went to South America to study. There I was really on my own. I didn't pretend to be something I was not. I was myself and I found that the people I met liked it.

Upon returning home I found that my transition to the Anglo-Saxon world was quite simple. My environment need not be a crutch or a hobble. Religion either. Take out of life what you can, I made up my mind, but put something in for what you subtract. My parents noticed my new self-reliance. A change of scene, new thoughts had helped me to develop. A supreme mental effort had also helped.

My senior year was one of adjusting my new-found personality to my environment. It was a year filled with many problems and decisions, as well as with much hard work. I came to like scholarship not only as an end in itself but also as a means of broadening my world view. I became aware of my ignorance and read more voraciously than ever. My contacts with people increased as I became a responsible club officer. I was no longer motivated by fear or self-doubt in my search for knowledge and companionship. Compromise, I discovered, was not a sign of weakness. Rather, it was an indication of strength.

I fell in love, really in love, for the first time in my life. The sharing of such an experience opened my eyes a bit more. That another person, a living, thinking, feeling person, could be one in spirit with me was a never-ending source of amazement. For the first time in my life I touched another human soul.

Religion remained a great force in my life, yet it wasn't orthodox Catholic belief. The religious sense in me was too deep and entangled for that. I did things not at all condoned by the Church. Yet I couldn't see a merciful, almighty, all-knowing God sending me to Hell. Religion was no longer a fear nor a crutch. It was an all-pervading consciousness of the Almighty and a sense of unending process.

Soon I will be graduated and hurled into what is graphically described as the "cold world." I realize that no one will do me any favors, but somehow I'm not worried. At long last I'm ready for it, even though I'm a bit late.

God, I think, must be a pretty nice guy. This statement is not intended to be comical or facetious. It is simply my conception of the Creator. He gave life to man. Man tried to do what the Source of Life desired. Man saw Him as a tree trunk, a dragon or a man on a cross. God was cajoled, adored, vilified. In spite of man and whatever he did, God continued to shower blessings on the beings he had created. The earth kept turning, the sun remained shining.

The following student is a hell-raiser and an individualist. He hates his domineering father, who kept him on a 25¢ allowance while sending him to an expensive private school (he finally began to steal money from his father's wallet). He is contemptuous of his weak mother. At 16 he had a violent love affair which severely shook his Catholicism since he found he could not confess it (it did not seem sinful to him, so why confess?). Studies at Princeton were easy, but he was constantly in disciplinary trouble and at the end of junior year he was expelled. His subsequent two years in the Army were infuriating and agonizing. Then he was accepted back at Princeton.

ONE of the residues of my Army experience in Korea was an abhorrence of regularized office jobs that now colors my plans for the future. I never want to sit behind a desk again, never want to live the vacant life that would permit, would glorify that total commitment to the job which seems to be a precondition for success in commerce as well as in the military.

I cannot work or think or act or live as a member of a collective. Thus I am outside the stream of mid-20th Century America. I cannot beat them (and really have no desire to) and will not join them. I must abjure any claims to status or prestige. Both are exterior to the life of the individual, are institutionalized reflections of social approbation. They exist exterior to the individual as functions not of merit or competence but of successful conformity. They are the new Holy Grail; but their conscious quest is the prostitution of the soul, the denial of the birthright of the free individual.

CONTINUED

your
child

can
win
a
free
college
education

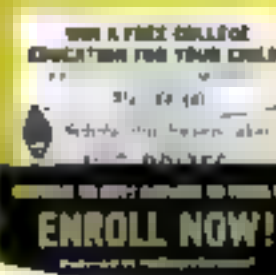
WIN A **FREE**
4-YEAR COLLEGE EDUCATION
for your child!



1,125 PRIZES

- 5 4-YEAR COLLEGE SCHOLARSHIPS
- 100 SETS OF THE WORLD BOOK ENCYCLOPEDIA
- 20 SMITH CORONA PORTABLE TYPEWRITERS
- 100 VOLUMES OF HAMMOND'S NATURE ATLAS

FRUIT of the LOOM
STRETCH SOCKS



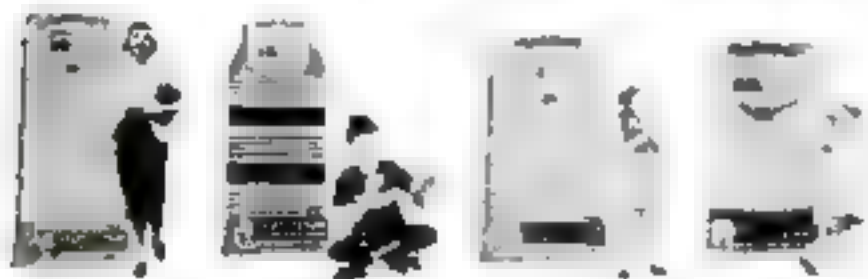
\$50,000.00 "SCHOLARSHIP SWEEPSTAKES"

NOTHING TO BUY OR RHYME Simply pick up an entry blank wherever you see this yellow and black enrollment display. You'll find them *everywhere* FRUIT OF THE LOOM SOCKS are sold. Enter tomorrow—this year *your child* may win a free scholarship.

1,125 PRIZES INCLUDING FIVE SCHOLARSHIPS

- 5 Four Year College Scholarships
- 100 Sets of The World Book Encyclopedia
- 20 Smith Corona Portable Typewriters
- 1000 Volumes of Hammond's Nature Atlas

SPONSORED BY FRUIT OF THE LOOM SOCKS "Scholarship Sweepstakes" is sponsored by Fruit of the Loom S-t-r-e-t-c-h Socks — the *only* socks for the entire family that fit perfectly every time ... that feel softer because each pair is *Launched*.



socks
for
every member
of the
family



LOOK FOR THIS DISPLAY AT THE FRUIT OF THE LOOM SOCKS COUNTER IN F. W. WOOLWORTH STORES AND OTHER DEPARTMENT AND VARIETY STORES IN YOUR CITY.

FRUIT OF THE LOOM S-T-R-E-T-C-H SOCKS

Division of Chester H. Roth Co., Inc., New York 16, N. Y.

**"Scholarship Sweepstakes" is subject to federal, state, and local regulations, and terms and conditions on the entry blank.

AMERICA'S LARGEST SELLING BRANDY



THE GREAT BRANDY OF The Christian Brothers of California

84 PROOF • Fromm and Sichel, Inc., sole distributors, New York, N. Y., Chicago, Ill., San Francisco, Calif.

Here's
the
Answer

SMOKE A PIPE

Smartest Thing a Man Can Do!
Thinking about switching to a pipe?
Go to it! You'll get more smoking
pleasure than ever!

Smoke **HOLIDAY**

Next Smartest Thing a Man Can Do!

It takes five world-famous tobaccos—
skillfully custom-blended—to come up
with a mixture that delivers matchless
MILDNESS—TASTE—AROMA.
No wonder an expert custom blender
in a famous tobacco shop said "couldn't
match it at five times the price." No
wonder more and more men are
switching to Holiday as their favorite
steady smoke! Try it! It's the answer
you've been looking for.

Exclusive Heat Sealed,
Water-tight, Wrap-Around Pouch

AMERICA'S
FINEST
PIPE MIXTURE

LARUS & BROTHER COMPANY, INC., Richmond, Virginia



UNSILENT GENERATION CONTINUED

It was with these thoughts in mind that I returned to Princeton for my final year. Readjustment to civilian and academic life after two years of the tyranny and stagnation of the service was not easy. Before resuming my education, I had about a week at home. My friends handled me gently. My parents had dismissed as "normal gripes" the comments I had addressed to them in letters and were somewhat lacking in understanding. Princeton appeared much the same—the students a bit younger, the lectures duller and less pertinent to reality, and the restrictions of the administration even more ridiculous than before. Almost all of my friends had graduated. Their absence, however, had a salutary effect on me. It was no longer necessary to indulge in the constant creation of ideas and stunts of imaginative vulgarity to maintain a reputation for "bad news"—one



*"I will not accept regimentation
or compulsion."*

of my previous avocations. It was no longer necessary to go on the unwanted drinking sprees to keep friends company. I could drink when I felt the desire.

I soon became completely wrapped up in writing a thesis for the history department. Now that it is completed I actually treasure the hundreds of hours I devoted to researching and writing it. It was the most rewarding educational experience of my Princeton career.

Now that I am rapidly approaching the end of my senior year I must inevitably think of the future. I am still unsettled in my plans, but I know some things I do *not* want. I will not accept regimentation or compulsion, whether in the Army or anywhere else. The only control I respect is that which is self-imposed. I do not want an ordered life, regularity or their concomitant responsibilities. My continuing problem, as I see it, is to find my identity, to find my place in a society which demands a total commitment that I cannot give. I believe in the sovereign individual, and feel myself at bay.

This I do want: to live in freedom, unrestricted by exterior compulsion. I want my contribution to life to be a living testimonial that individual freedom is compatible with the welfare and progress of society.

One writer is extremely sensitive on the subject of prejudice. His father, an Irishman, was divorced years ago by his mother, who is Jewish and whom he admires tremendously, and he is keenly conscious of this part of his background. He has never forgiven Princeton for its students' snobbery.

I ALLOW myself to exaggerate the evils of the Princeton campus primarily because I am disappointed with some of its people. Were there not so much valuable potential going to waste here, the disappointment would not be so great. The picture is probably not as bleak as I paint it, but I am moved by the feeling that many essentially good people are being dishonest with themselves, doing things they do not really want to do and repressing spontaneously good emotions. It is not Princeton, I should add, which is at fault here.

The real fault for the failings of some of our generation lies with its parents. Schools can make ideals available to their students and can even encourage them to accept the responsibilities which come with maturity. Only within the family group, however, can the young person find the care and affection with which he must be taught to respect himself and other people. Today, however, parental care and affection are not so strong as they once were.

In setting down these thoughts I have, of course, also revealed, at

CONTINUED



"Don't want any more." You can almost hear the stubborn little feet departing.

The milk she didn't drink holds vitamins she needs. Too often the foods that children need the most are the very ones it's hardest to get inside them.

Extra vitamins can help . . . but do you know the things that vitamins cannot do, as well as what

they can? The two are equally important.

You can easily get the facts: Just ask your pharmacist for a copy of Squibb's free leaflet "Hidden Hunger." Make a note: Vitamins . . . Drugstore . . . "Hidden Hunger."

And if at any time the child is not doing well, see your doctor. Let him use his skill and judgment to prescribe proper treatment.



SQUIBB

a name you can trust



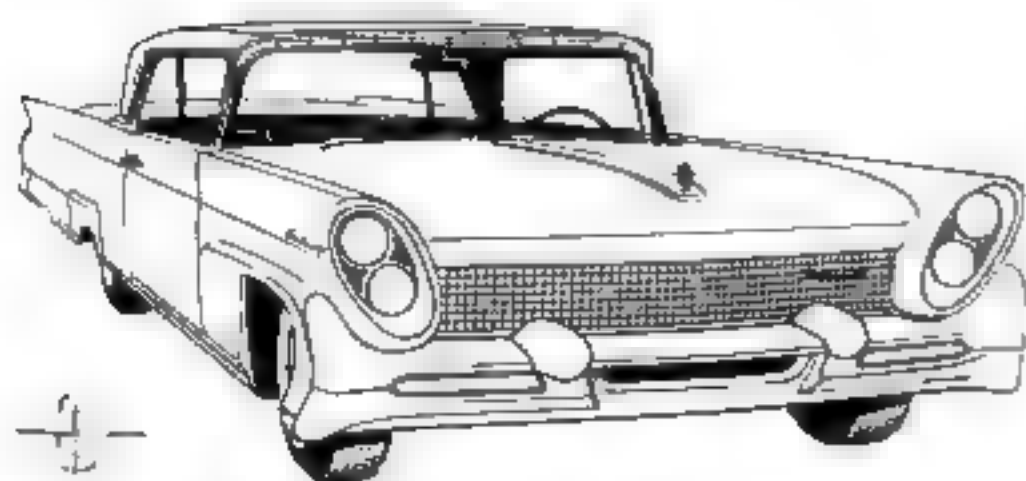
Classic elegance in motorcars: The Lincoln Landau, Gown by Trans-Norail

THE CLASSIC FINE CAR

that brings Continental luxury within the reach
of every fine car buyer

THE NEW LINCOLN

styled and crafted in the classic Continental tradition



*Inspiration for The New Lincoln: the new Continental Mark III.
Mark III prices are just slightly above the fine car field.*

The New Lincoln — styled and crafted in the classic Continental tradition — has created a new standard by which all fine cars must now be measured.

For the first time, every fine car owner has the rare opportunity to know classic Continental standards of luxury, driving qualities and craftsmanship.

The man who owns a Lincoln drives a car of classic beauty. And as he drives, he knows the pleasure of being surrounded by classic elegance in interiors.

The Lincoln owner knows an engine built to a whole new standard of precision tolerances . . . and in the Continental ideal of luxurious, effortless driving . . . every power assist known.

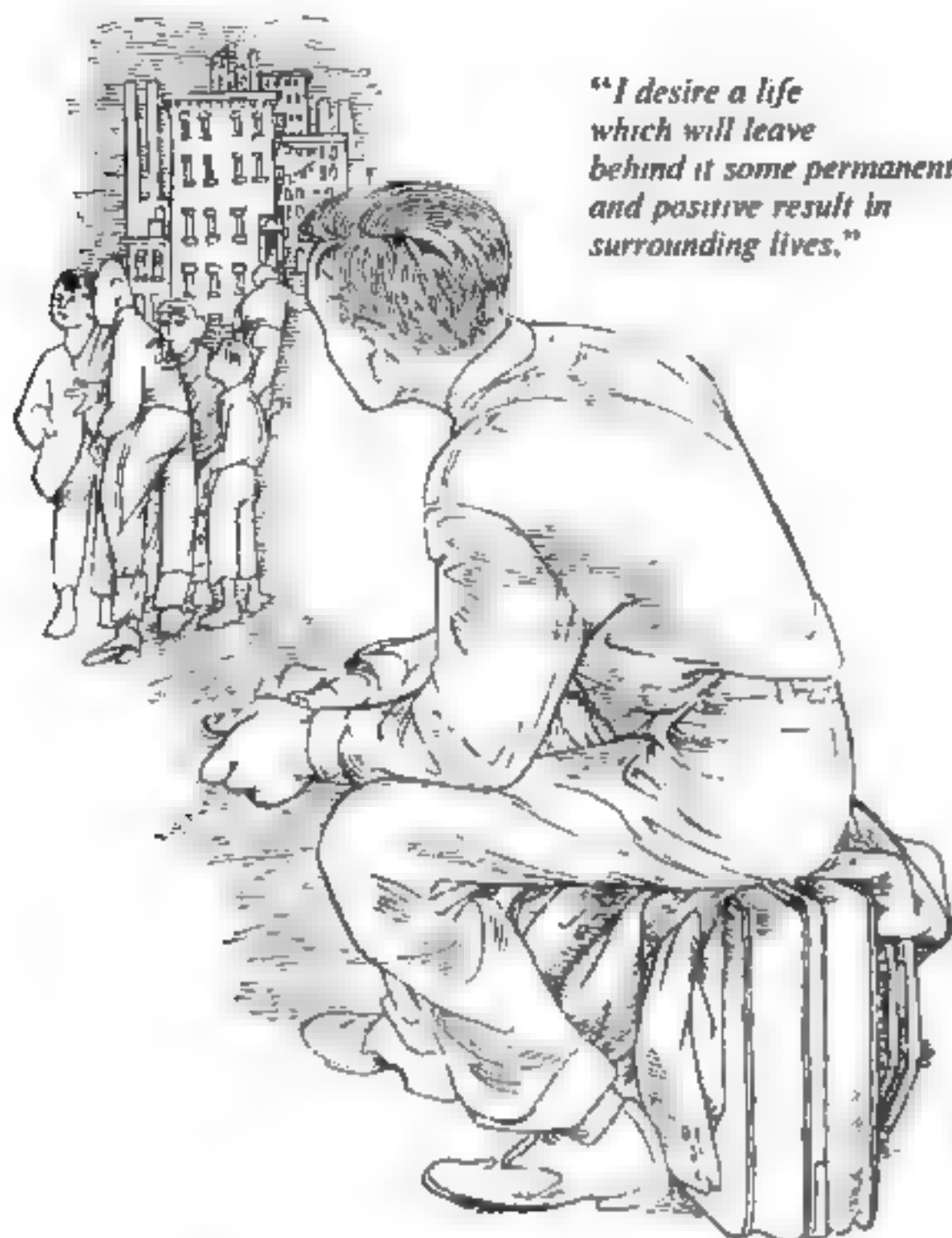
Now, the New Lincoln brings these classic standards of lasting value within the reach of every fine car buyer.

We invite your inspection of the first distinctively new choice in fine cars in many, many years.

LINCOLN DIVISION, FORD MOTOR COMPANY

least implicitly, a good deal about myself. What I personally desire above all else is a life which will be creative, which will leave behind it some permanent and positive result in surrounding lives. The vocation which, after much doubt and soul-searching, I have chosen to enable me to achieve this goal in life is that of teaching.

The public high school system, in which I plan to teach, has always been and is becoming increasingly important in the country's educational structure. The high school years are, in many respects, the most crucial of the young person's formative years. Many of the



"I desire a life which will leave behind it some permanent and positive result in surrounding lives."

students are obliged to choose their life's work shortly after leaving high school; this is even true of many who go on to college. It is essential, therefore, that the high schools arouse as many interests as possible in their students and mold their capacities for judgment.

The goals which I have set for the secondary schools are difficult to attain, and the individual teacher, aside from his being underpaid, is prey to disillusionment and disappointment. The graduates of the better colleges can hardly be expected to ignore the many lucrative alternative career opportunities which are open to them when they know that teachers' salaries barely afford subsistence.

In my own case the disadvantages of the teaching profession are aggravated by personal circumstances. Two years ago I met, fell in love with, and asked to marry a girl whose parents have money and means. The consequences of this are obvious. During the entire time in which I have been considering the possibility of teaching, I have been faced with the almost immediate prospect of having to support a wife and a family. The vocation and the family seemed for a long time to be irreconcilable. But I have not given up my plan to enter the teaching profession. The financial remuneration will at first be inadequate, but I hope to increase it by working in the summers and, as the years pass, by obtaining more responsible positions within the school system. I shall always know, at any rate, that the ends in view are valuable and well worth the effort needed to surmount whatever obstacles I encounter.

The last writer says nothing about himself personally. But he does offer some penetrating observations on his generation.

IF I were to try to find some icon for my generation, I would look for a mythical creature with three eyes, one of which was detached from the head and always at a respectable distance from the body. We are the generation of the third eye, the eye of self-consciousness, the eye of self-criticism. Whatever we do is subject to its gaze. When we are sad it mocks the poses we assume. And when we are gay it does not share our levity but seems to smirk, like Shakespeare's Thersites, with the shame of it all.

The characteristic fear of our generation is our horror of finding ourselves ludicrous. We may recognize that ludicrousness is the cost

CONTINUED

Vodka



...the clear, smooth "heart" of vodka!

Gilbey's makes a difference in vodka—by selecting only the "heart" of each vodka distillation, the clearest, smoothest part. And this means a *smooth* difference to all your vodka drinks.

Vodka 80 & 100 Proof. Distilled From 100% Grain. W. & A. Gilbey, Ltd., Cincinnati, Ohio. Distributed By National Distillers Products Company.



HEADACHE?

Why wait for
slow
dissolving
tablets?



New **FIZRIN** Instant Seltzer Brings relief faster than any tablet!

Brand-new medical compound
bursts into instant bubbling
action as no tablet can!

Get relief the modern instant way! FIZRIN INSTANT SELTZER is a new superfine powder . . . a modern formulation of pain reliever and alkalizers in instant form.

Brings faster pain relief! FIZRIN contains a pain reliever so effective so safe doctors everywhere prescribe it. And because of FIZRIN's instant dissolving action, it goes to work faster than any tablet to relieve headaches, muscular aches.

Amazingly effective alkalizing action! FIZRIN is a new compound of not one but two fast-working alkalis that are most effective in neutralizing excess stomach acids which cause heartburn, sour stomach, indigestion.

Pharmacy fresh! Each dose is measured and foil sealed, to bring you effectively fresh relief . . . in a refreshing, pleasant-tasting drink.



For Stomach Upsets,
Headaches, Muscular Pains, Painful Discomforts of Colds

UNSILENT GENERATION CONTINUED

of sincere venture in any field; but, always measuring beforehand the possibility of our own unsucccess, we protect ourselves against the exposure that comes with failure. The third eye looks enviously at past history, finding there not precedents but warnings. Our jealousy, now, is for the '20s. We, seeds sown in the first planting after the Depression's dearth, see in that decade a time when investment and commitment, in stocks or in creeds, was possible. We envy the dizziness of speculation that was the trope of the whole period. We envy—without daring to imitate—our fathers' freedom to join Communist cell groups, to cultivate dadaist fads, to commit themselves to any of the fragmented creeds that were bound to fail. With us the dizziness is necessarily gone. A Federal Reserve System of the imagination is with us to protect us from our parents' glorious flop. Hindsight is a mixed blessing.

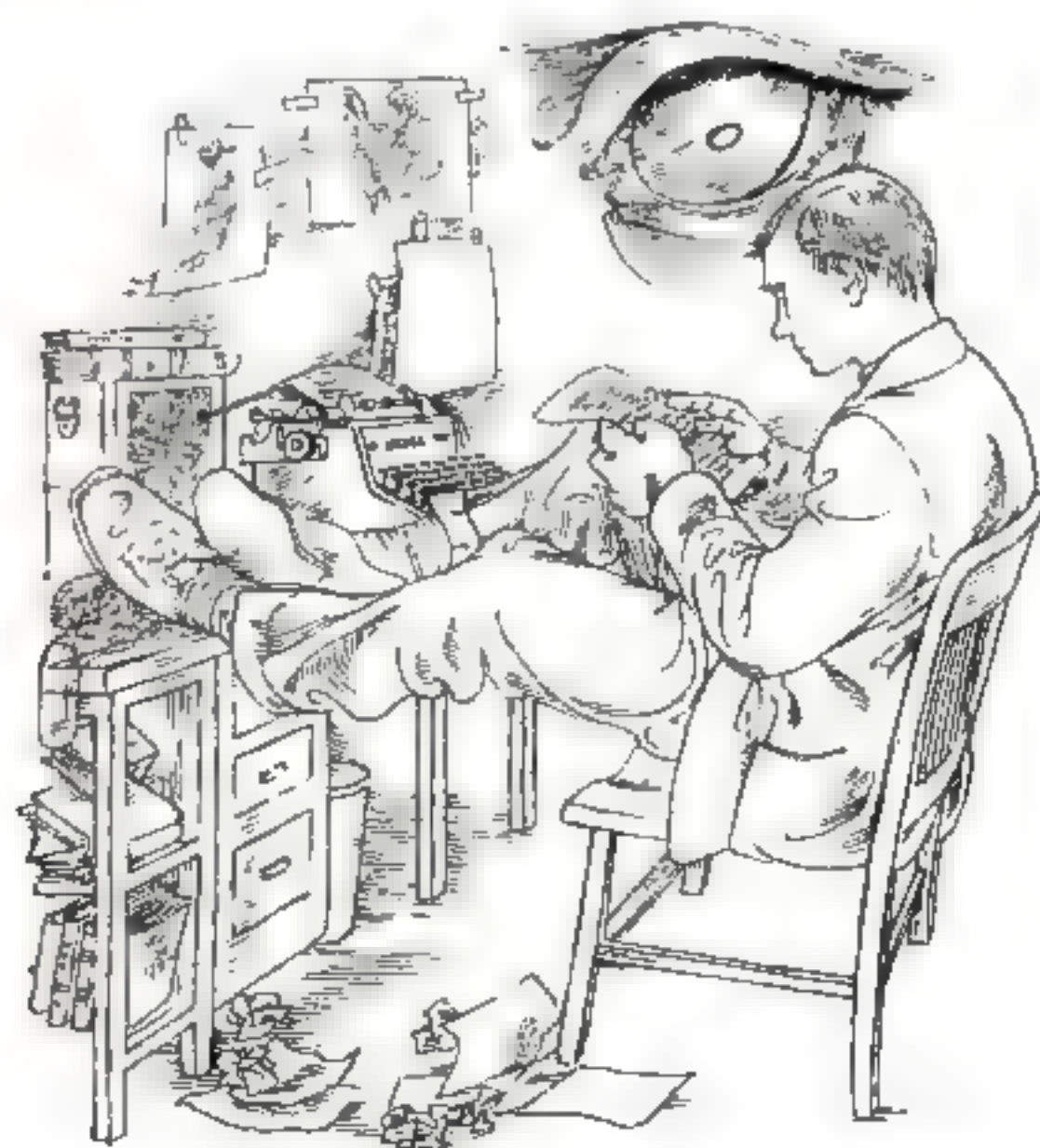
The reason our generation has been accused of quietude is probably because our elders are afraid of our image, when they compare it to their own. We are accused of not being rebellious enough. But our elders have done the rebelling for us. *Their* present point of view, created in their own old age, coincides so nicely with *our* present point of view, created in our youth, that the myth of the son's rebellion against the father seems to have exhausted itself.

The redeeming characteristic of our generation is a certain rigor of the intellect that, if it is without any outlet now, may someday become a truly regenerative force. Communist principles, as we observe them, simply do not constitute enough of an intellectual challenge for us, the triple-eyed. We demand a tougher and more realistic discipline than Communism can possibly provide.

At the moment, however, our disapproval of totalitarianisms is not answered by a sense of pride in our own institutions. American youth, especially at Princeton, are probably the least nationalistic youth in the world. The student who travels in Europe is so anxious not to behave like the "typical" American that his characteristic attitude toward his own country becomes apologetic rather than proud. For humility no generation in history exceeds our own.

Conformity is the name most often given us. Statistics are cited to prove that we are marrying earlier than our predecessors, that we are less adventurous than our forebears, that we are more willing to accept secure jobs and settle down in the cool suburbs than we ought to be. The statistics are probably true. But the fact that we recognize them as true, and are becoming increasingly sensitive to their consequences in our lives, promises that many of us are going to escape the predictions set for our futures. We talk about conformity more than anyone else in history; we read and write books on the subject. As a result of all this talk, increasingly large numbers of us are taking measures to protect ourselves from it.

Sidney Hook once defined maturity as the possession of rational expectations. In regard to past motives of behavior our third eye is destructive of irrational expectations. In regard to future motives of behavior, the third eye may discover those limited and realizable forms of creative action that will survive all the tests our critical consciences can pose.



"We are the generation of the third eye,
the eye of self-criticism."

**REDUCED
FIRST
TIME
EVER!**

Sealy
SMOOTH TOP
FIRM-O-REST
\$59.50

Sealy FIRM-O-REST
ON SALE NOW!

SAVE 1/3 during Sealy's 77th Anniversary Sale!
Thousand upon thousands sold at \$59.50...now only

- Smooth button-free top...no buttons,
- Pre-built borders for resilient non-sag edges!
- no lumps, no lumps!
- Tested for 10 years' use!
- Smart, long wearing woven stripe ticking!
- Matching box spring, just \$39.95



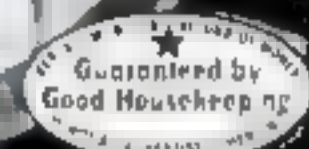
*Sleeping on a SEALY
is like sleeping on a cloud*

\$39.95

IN U.S.
AND CANADA



TESTED FOR
10 YEAR'S USE



Guaranteed by
Good Housekeeping

Made by the makers of the \$79.50 Sealy Posturepedic®







FIREWORKS BURST ABOVE RINGLING MANSION IN SARASOTA AS GUESTS WATCH FROM BAYSIDE TERRACE.

SARASOTA SPECTACLE

Theater brought from Venice opens with opera

In Sarasota, Fla., home of circuses, the Ringling Museum of Art recently put on a party that sparkled with the pageantry of the great town on. The affair began with an opera, *The Abduction from the Seraglio*, performed to celebrate the formal opening of the Asolo Theater (opposite page). The theater was built near Venice in the 18th Century but dismantled in 1930. Florida bought it several years ago for use on the Venetian-styled John Ringling

estate which the circus magnate gave the state.

After the opera, guests drove to the Ringling mansion where they spent the rest of the evening dancing in tapestried splendor and being entertained by fireworks, jugglers and acrobats. Couples swept around a ballroom which was strung with gaudy streamers and brightened by borrowed circus decorations. During the last dance a guest, admiring the spectacle, said, "John Ringling would have loved this."



← OPERA'S END brings singers to proscenium of Asolo Theater for applause of an audience including Florida legislators, college and museum directors.

POLKA DANCING in great hall finds New York City Opera soprano Jacquelynne Moody and tenor Robert Rounseville (left center) taking lively part.



ACROBATIC ENTERTAINMENT carrying over Venetian theme is provided by members of Christian Brothers Circus who do hazardous balancing act.

Quick Relief of HEADACHE NEURALGIA

Because of the combination of fast acting ingredients in the STANBACK formula—STANBACK Tablets or Powders are remarkably effective for relieving pains of:

1. Headache, neuralgia and neuritis.
2. Cold discomforts and other pains that usually accompany colds.
3. Discomforts of tired, sore, aching muscles due to overwork or unusual exercise.
4. Pains and discomforts following tooth extraction and other dental work.

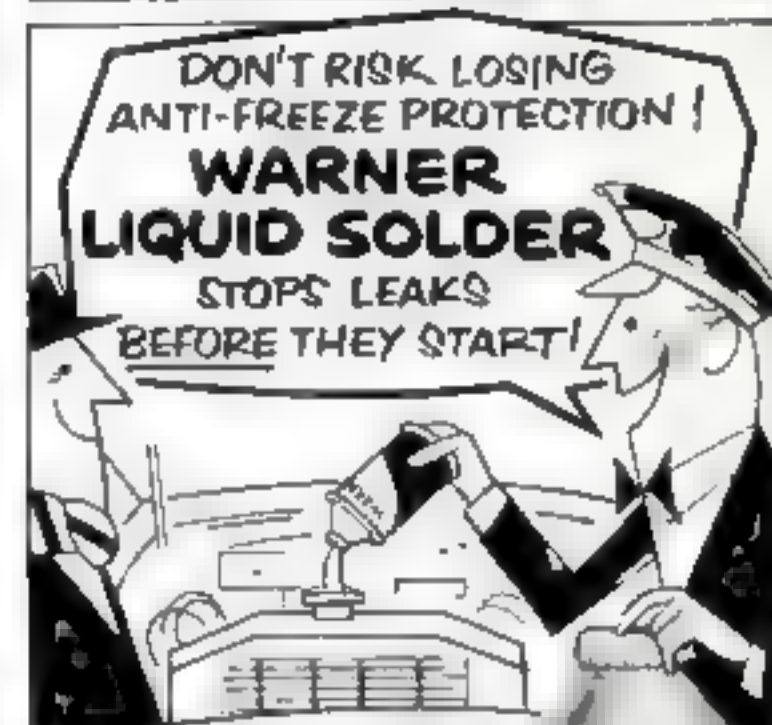
Snap Back with



DANCING CHARLESTON. William Scher and Herbert Stoddard attract an audience at height of evening. Both are retired northern businessmen.



WATCHING DANCERS from fireplace seat was between-dance amusement for Mrs. R. L. Walker, Mrs. F. L. Minnengerode, Mr. and Mrs. Jaromir Hanus.



ONLY \$1.00

At your service station, garage or auto supply store

Warner Products have cleaned—sealed—and protected automobiles' radiator and cooling systems since 1922

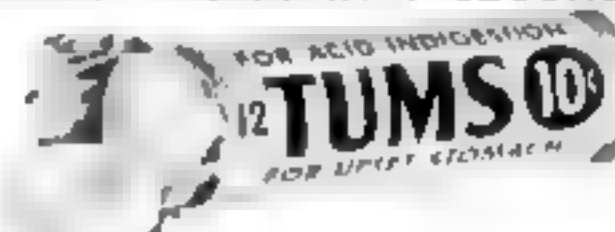
WARNER-PATTERSON COMPANY • Chicago 5

Warner-Patterson Company of Canada, Limited • Toronto, Ontario

UPSET

stomach?

GET TOTAL RELIEF FROM EXCESS STOMACH ACIDS IN 4 SECONDS!



PUTS ALL THE FIZZ WHERE THE TROUBLE IS!



ASK YOUR THEATRE
TO BRING HER BACK
In this Centennial Year of Lourdes
20th Century-Fox's
**THE SONG OF
BERNADETTE***
starring Miss Jennifer Jones
*Cannot be seen on TV!

“Me? Wear a strapless bra
in February?”



“Of course, darling! You feel so free in GOOD NEWS by Warner’s”



The back can't budge so the front stays up

Of course you'd love the easy freedom of a strapless bra in winter—all year 'round, in fact. *If* you could find a strapless bra you'd trust. One that didn't slip, slither or slide. Darling, your search has ended—with Good News by Warner's.®

Why? How? The back is one long line of cotton-lined latex. So it hugs you gently, *gently*. No need for those furtive downward glances. No need for those embarrassing tugs. Because fickle is just what Good News™ is *not*.

So away with digging, binding shoulder straps forever! Freedom is yours—gloriously! All day, every day. At work or play. Under everything in your wardrobe. Wonderful, front-closing Good News is at your nicest stores. If not, write Warner's, Bridgeport 1, Conn.



Best-selling deep-plunge style. Front hook closing. With embroidered foam-lined cotton cups. #P1031. White or black, \$6.50.



New circular-stitched style for extra support. Cotton, with lightly foam-lined cups. #1081. White. \$6.50.



SUSPENDED FOOTBALL PRACTICE

Even the magic toes of football's finest kickers could not perform as magical a kicking feat as that of 9-year-old Stanley Blood of Flint, Mich. He booted a football up against the side of his house and it stayed there. When his 16-year-old sister and a friend knocked it down with snowballs, the mystery

still wasn't solved. Finally Stanley's father went up a ladder, found a crack between the shingles an eighth of an inch at the top and narrowing toward the bottom. A loose lace in the ball, he figured, had freakishly caught in the crack, then wedged in tight as the weight of the football pulled it down.



You'll find a host of entertaining ideas in Hiram Walker's Cordials!

Here's where reputations are made! In the good taste and versatile genius of Hiram Walker's Cordials! Eminently delicious as they come, they mix wonderfully with the best company before and after dinner . . . say so much about your kind of hospitality. Made by Hiram Walker, now celebrating 100 years of distilling leadership.

Hiram Walker's
CORDIALS
 A Rainbow of Distinctive Flavors



GEASSHOFFER

1 oz. Hiram Walker white Creme de Cacao • 1 oz. Hiram Walker green Creme de Menthe • 1 oz. light cream • Shake with ice and then strain into chilled cocktail glass and serve.



STINGER

¾ oz. Hiram Walker white Creme de Menthe • 1¼ oz. brandy • Shake with cracked ice and strain into 3 oz. cocktail glass.



BLACK PEPPER

½ oz. Hiram Walker Peppermint Schnapps • 1 oz. Hiram Walker Blackberry Flavored Brandy • Pour into cordial glass. No icing or stirring needed.



SINGAPORE SLING

1 oz. Hiram Walker Sloe Gin • 2 oz. Hiram Walker Gin • 1 oz. Hiram Walker Cherry Flavored Brandy • 1 oz. lemon juice • 1 tsp. powdered sugar • Shake with cracked ice; pour without straining into 12 oz. glass. Fill with seltzer, decorate with orange or pineapple.



MINT FRAPPÉ

Pack shaved ice in cocktail glass • Pour enough Hiram Walker green Creme de Menthe to fill glass, serve with 2 small colored straws.



SIDE CAR

1 oz. fresh lemon juice • 1 oz. Hiram Walker Triple Sec • 1 oz. brandy • Shake well with ice. Rub edge of cocktail glass with half lemon, then dip in powdered sugar. Strain and serve.

Creme de Cacao, Creme de Menthe, Peppermint Schnapps, 60 proof; Cherry, Blackberry Flavored Brandy, Sloe Gin, 70 proof; Triple Sec, 80 proof; Hiram Walker's Gin, 90 proof; Hiram Walker and Sons, Inc., Peoria, Ill.

For the freshest new taste in smoking...

SMOKE THE BIG O!



OASIS with soothing Menthol Mist FILTERS

- Menthol Mist makes the Big O's rich tobacco *taste fresher* while you're smoking.
- And the freshness *stays with you* long after smoking, too. Try the Big O!



Filter...
pure
white
Box...
flavor
tight

© Liggett & Myers Tobacco Co.